

Tuesday | May 20, 2025

Noon **LOYALTY360 ADVISORY BOARD/MEMBER COMMITTEES LUNCH**

Until 2:30pm **LOYALTY360 ADVISORY BOARD/MEMBER COMMITTEE MEETINGS**

Loyalty360 Loyalty University Brand Masterclass Sessions*:

*These sessions on Tuesday, May 20 and Wednesday, May 21, are only open to brand marketers with Full Conference + Loyalty University Sessions registration. For more information, contact Loyalty360.

3pm – 4:30pm ***LOYALTY360 LOYALTY UNIVERSITY BRAND MASTERCLASS SESSION**

4:30pm – 5:45pm **LOYALTY EXPO WELCOME RECEPTION– EXHIBIT HALL OPEN**

6:30pm – 9:00pm **LOYALTY360 ADVISORY BOARD DINNER**

Wednesday | May 21, 2025

8:15am **REGISTRATION OPEN**

8:15am – 9:00am **BREAKFAST** in Exhibit Hall
LOYALTY360 BRAND/MARKETER BREAKFAST
(Invite Only)

9:00am – 9:10am **WEDNESDAY KICKOFF**

9:15am – 10:45am ***LOYALTY360 LOYALTY UNIVERSITY BRAND MASTERCLASS SESSIONS**

10:15am – 10:45am **BREAKOUT SESSION** for vendor/supplier attendees and non-Masterclass brand/marketer attendees

10:45am – 11:00am **BREAK** in Exhibit Hall

Wednesday | May 21, 2025 (Continued)

11:00am – 11:35am	GENERAL SESSION
11:45am – 12:25pm	WORKSHOP SESSIONS
12:25pm – 1:25pm	LUNCH + TABLE TOPICS in Exhibit Hall
1:30pm – 2:05pm	BREAKOUT SESSIONS
2:15pm – 3:15pm	BREAKOUT SESSIONS Presentations by the Loyalty360 Awards finalists
3:30pm – 4:30pm	BREAKOUT SESSIONS Presentations by the Loyalty360 Awards finalists
4:45pm – 5:20pm	GENERAL SESSION
5:20pm – 6:20pm	COCKTAIL RECEPTION in Exhibit Hall
7:15pm	LOYALTY EXPO – OFFSITE EVENT

Thursday | May 22, 2025

8:15am	REGISTRATION OPEN
8:15am – 9:00am	BREAKFAST in Exhibit Hall LOYALTY360 BRAND/MARKETER BREAKFAST (Invite Only)
9:00am – 10:00am	BREAKOUT SESSIONS Presentations by the Loyalty360 Awards finalists
10:15am – 11:15am	BREAKOUT SESSIONS Presentations by the Loyalty360 Awards finalists
11:15am – 11:35am	BREAK in Exhibit Hall
11:35am – 12:15pm	WORKSHOP SESSIONS
12:15pm – 1:15pm	LUNCH + TABLE TOPICS in Exhibit Hall

Thursday | May 22, 2025 (Continued)

1:20pm – 1:55pm

BREAKOUT SESSIONS

2pm – 2:40pm

SPEED NETWORKING BINGO + MEETING TIME

2:50pm – 3:25pm

BREAKOUT SESSIONS

3:25pm – 3:45pm

BREAK in Exhibit Hall

3:45pm – 4:20pm

GENERAL SESSION

4:25pm – 5pm

GENERAL SESSION

5pm – 6:15pm

**CLOSING RECEPTION/PASSPORT TO PRIZES
WINNERS ANNOUNCED**

6:15pm - 7:45pm

LOYALTY360 AWARDS RECEPTION AND CEREMONY**(Invitation Required – Loyalty360 Awards finalists and Loyalty360 Members only)**