

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.

3:15pm – 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)