



 *loyalty360*<sup>™</sup>  
*the loyalty marketer's association*



**Loyalty360** is pleased to present two informative conferences  
each year specifically designed to maximize the learning  
experience for today's busy marketing professional.



These three-day events are jam-packed with learning and networking opportunities including: 20+ interactive sessions, cocktail receptions and meals in the exhibit hall, and marketer-only peer-to-peer roundtables, as well as product & technology showcase sessions. The roundtables have been quite popular at our past events as participants take advantage of this offering to share experiences and discuss challenges and solutions.





## *loyalty* expo™

**Loyalty Expo** is a true Voice of the Customer-driven, best practice-focused

customer loyalty and reward conference. By attending, you'll have the

opportunity to network with hundreds of your fellow marketers and hear

how they are reaching their customer relationship-building goals. Market

leaders will be sharing their experiences and insights on customer retention

strategies and trends. Attendees will leave Loyalty Expo with an

understanding of new research, technologies and solutions to aid their

organizations on the customer loyalty journey.



## *engagement* *& experience* expo

**Engagement & Experience Expo** is a forum to openly discuss customer, brand and channel challenges and solutions. Discover how to optimize the customer experience at all touch-points and increase the impact of engagement throughout the customer lifecycle. Through a robust slate of best-in-class speakers and interactive discussions, attendees will learn about the latest theories, best practices, relevant case studies, emerging trends and strategies that drive measurable behavioral change and quantifiable results.







## *the* Loyalty360 Awards

In its second year, **the Loyalty360 Awards** are shaping up to be the most coveted awards in customer loyalty. By entering in the 2015 Loyalty360 Awards, you'll have a chance to join brands that have a reputation for putting the customer first, like Best Western, Air France, Dell, AT&T, Best Buy and others that were winners in the first annual awards. With an emphasis on objectivity and rigor, the Loyalty360 Awards recognize those who are truly building lasting and profitable relationships with customers.

Winners are honored at a ceremony during Loyalty Expo.





The **Loyalty360 CX Awards** are an annual showcase of customer experience programs that drive business success by using innovative tools and techniques to understand the customer and develop emotional bonds with them through outstanding customer experiences. The Loyalty360 CX awards recognizes leading customer experience programs in North America, as well as those operating in EMEA, APAC and/or LATAM. Winners are honored at a ceremony during Engagement & Experience Expo.





# Loyalty **LANDSCAPE**™

State of the Industry Report

**Loyalty Landscape** is an honest and confidential evaluation of the most important and dynamic facet of marketing: Customer Loyalty! Loyalty360, through our proactive outreach, has been collecting loyalty marketing data over the past year. We have listened to the market ask for such an insightful and unbiased piece. The Loyalty Landscape is a response to the cauldron call of the market.







An overview of the state of customer experience programs, **the CX Landscape report** provides the insights and business intelligence that CX professionals and executives have been asking for. The CX Landscape report assesses CX budgets, maturity, benchmarks, challenges and innovations, through research conducted in conjunction with Loyalty360's CX Awards program.



For more information about Loyalty Expo, Engagement & Experience Expo or,  
the Awards and Landscape programs offered by Loyalty360, please contact  
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