

Tuesday | October 23, 2018

3:00pm – 6:30pm

**EXHIBIT HALL SET-UP**

4:00pm – 7:00pm

**LOYALTY360 OFFSITE  
NETWORKING EVENT**

7:00pm – 8:30pm

**LOYALTY360 BRAND MEMBER-  
ONLY COMMITTEE MEETING**

Wednesday | October 24, 2018

|                   |  |
|-------------------|--|
| 8:00am            | <b>REGISTRATION OPEN</b>                                       |
| 8:00am            | <b>BREAKFAST</b> in Exhibit Hall                               |
| 9:00am            | <b>CONFERENCE KICKOFF</b>                                      |
| 9:15am – 10:00am  | <b>GENERAL SESSION</b>   |
| 10:05am – 10:50am | <b>GENERAL SESSION</b>   |
| 10:50am – 11:10am | <b>BREAK</b> in Exhibit Hall                                   |
| 11:15am – 12:00pm | <b>GENERAL SESSION</b>   |
| 12:10pm – 12:45pm | <b>GENERAL SESSION</b>   |
| 12:45pm – 1:45pm  | <b>MEET THE SPEAKERS:<br/>NETWORKING LUNCH</b> in Exhibit Hall |
| 1:45pm – 2:45pm   | <b>WORKSHOP SESSIONS</b>                                       |
| 2:50pm – 3:25pm   | <b>BREAKOUT SESSIONS</b>                                       |
| 3:30pm – 4:30pm   | <b>WORKSHOP SESSIONS</b>                                       |
| 4:40pm – 5:25pm   | <b>GENERAL SESSION</b>   |
| 5:30pm            | <b>DAY 1 WRAP UP</b>   |
| 5:30pm – 7:00pm   | <b>WELCOME RECEPTION</b>                                       |
| 8:00pm            | <b>LOYALTY360 BEST IN CLASS<br/>AWARDS (OFFSITE)</b>           |

Thursday | October 25, 2018

|                   |   |
|-------------------|---|
| 8:00am            | <b>REGISTRATION OPEN</b>  |
| 8:00am            | <b>BREAKFAST</b> in Exhibit Hall  |
| 8:50am – 8:55am   | <b>CONFERENCE DAY 2 KICKOFF</b>   |
| 9:00am – 10:00am  | <b>BREAKOUT SESSIONS</b><br>Presentations by the Loyalty360 Customer Awards finalists                       |
| 10:15am – 11:15am | <b>BREAKOUT SESSIONS</b><br>Presentations by the Loyalty360 Customer Awards finalists                       |
| 11:30am – 12:30pm | <b>BREAKOUT SESSIONS</b><br>Presentations by the Loyalty360 Customer Awards finalists                       |
| 12:30pm – 1:30pm  | <b>MEET THE FINALISTS:<br/>NETWORKING LUNCH</b> in Exhibit Hall   |
| 1:30pm – 2:05pm   | <b>GENERAL SESSION</b>  |
| 2:10pm – 3:10pm   | <b>WORKSHOP SESSIONS</b>  |
| 3:10pm – 3:30pm   | <b>BREAK</b> in Exhibit Hall  |
| 3:30pm – 4:00pm   | <b>TECH &amp; SERVICE PROVIDER POWER<br/>HALF HOUR</b>  |
| 4:05pm – 4:40pm   | <b>GENERAL SESSION</b>  |
| 4:45pm – 5:20pm   | <b>GENERAL SESSION</b>  |
| 5:20pm            | <b>DAY 2 WRAP UP</b>  |
| 5:20pm – 6:45pm   | <b>COCKTAIL RECEPTION</b> in Exhibit Hall   |
| 7:00pm - 8:30pm   | <b>LOYALTY360 CUSTOMER AWARDS<br/>DINNER</b><br>(Invitation Required – Finalists & Loyalty360 Members only) |

## Friday | October 26, 2018

|                   |   |
|-------------------|---|
| 8:00am            | <b>REGISTRATION OPEN</b>                                  |
| 8:00am            | <b>BREAKFAST</b> in Exhibit Hall                          |
| 9:00am – 9:35am   | <b>CONFERENCE DAY 3 KICKOFF<br/>&amp; GENERAL SESSION</b> |
| 9:45am – 10:20am  | <b>GENERAL SESSION</b>                                    |
| 10:30am – 11:05am | <b>GENERAL SESSION</b>                                    |
| 11:15am – 12:00pm | <b>CLOSING KEYNOTE SESSION</b>                            |
| 12:00pm – 1:00pm  | <b>LUNCH</b> in Exhibit Hall                              |

Loyalty360's Customer Expo comes to the Nashville Airport Marriott in Nashville, Tennessee October 24-26. Customer Expo will offer the exclusive brand insights that Loyalty360 conferences have come to be known for, with a focus on topics surrounding customer centricity and creating a customer experience that builds a solid foundation for future loyalty.

The 2018 Customer Expo will focus on all aspects of the customer journey, including an exploration of crucial audiences both internal and external. Through a robust slate of best-in-class speakers and interactive discussions, actionable case studies, and proven world class technology suppliers, attendees will learn about the latest theories, best practices, emerging trends, and strategies that drive measurable behavioral change and quantifiable results.

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.