

VIRTUAL LOYALTY360 EXPO – WEDNESDAY, 10/21

11am ET **EMOTIONAL LOYALTY – RESEARCH PANEL DISCUSSION – with Verizon, Wheaton|Bekins|Stevens, and The Vitamin Shoppe**

1pm ET **DRIVING CONSUMER ENGAGEMENT THROUGH A D2C OFFERING – with KONG BOX**

VIRTUAL LOYALTY360 EXPO - TUESDAY, 10/27

9am ET **BRAND PERSPECTIVE ON PERSONALIZATION – with Hibbett Sports and GNC**

11am ET **STATE OF CUSTOMER LOYALTY**

1pm ET **BRAND CASE STUDY – with Air Canada**

VIRTUAL LOYALTY360 EXPO - THURSDAY, 10/29

9am ET **DIGITAL TRANSFORMATION – PANEL DISCUSSION – with American Eagle Outfitters and TGI Friday’s**

11am ET **DRIVING DIRECT MAIL ENGAGEMENT THROUGH INFORMED DELIVERY – with USPS and Salem One**

1pm ET **BRAND CASE STUDY – with Wawa**

2pm ET **LOYALTY360 BRAND MEMBER COMMITTEE PREVIEW**

VIRTUAL LOYALTY360 EXPO – MONDAY, 11/9

- 10am ET **BRAND CASE STUDY – with King Arthur Flour**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – BUSINESS TRANSFORMATION**
- 5pm ET **BRAND CASE STUDY – with Shell North America**

VIRTUAL LOYALTY360 EXPO – TUESDAY, 11/10

- 2pm ET **LOYALTY360 BRAND MEMBER COMMITTEE MEETING**

VIRTUAL LOYALTY360 EXPO – THURSDAY, 11/12

- 11am ET **BRAND CASE STUDY – with Lenovo**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – B2B CUSTOMER LOYALTY**
- 5pm ET **SPONSORED CASE STUDY – PERSONALIZATION**

VIRTUAL LOYALTY360 EXPO – FRIDAY, 11/13

- 9am ET **CUSTOMER LOYALTY BEST PRACTICES – PANEL**
- 11am ET **BRAND CASE STUDY – PORSCHE**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – PROGRAM PARTNERSHIP**
- 3pm ET **CUSTOMER LOYALTY IN RETAIL – PANEL SESSION**

VIRTUAL LOYALTY360 EXPO – MONDAY, 11/16

- 9am ET **CUSTOMER LOYALTY CASE STUDY – B2B**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – CREATIVE CAMPAIGN**
- 3pm ET **LOYALTY360 AWARDS PRESENTATION – INNOVATION IN CSR**

VIRTUAL LOYALTY360 EXPO – WEDNESDAY, 11/18

- 9am ET **THE IMPACT OF COMMUNITIES – CASE STUDY**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – CUSTOMER ENGAGEMENT & ADVOCACY**
- 3pm ET **LOYALTY360 AWARDS PRESENTATION – CUSTOMER INSIGHTS & METRICS**

VIRTUAL LOYALTY360 EXPO – FRIDAY, 11/20

- 9am ET **SPONSORED CASE STUDY – GAMIFICATION & NEW ENGAGEMENT STRATEGIES**
- 1pm ET **LOYALTY360 AWARDS PRESENTATION – LOYALTY PROGRAM DESIGN**
- 3pm ET **LOYALTY360 AWARDS PRESENTATION – EMPLOYEE ENGAGEMENT**

VIRTUAL LOYALTY360 EXPO – MONDAY, 11/23

9am ET

STATE OF CUSTOMER LOYALTY

1pm ET

**LOYALTY360 AWARDS PRESENTATION –
CUSTOMER LOYALTY STRATEGY**

3pm ET

**LOYALTY360 AWARDS PRESENTATION –
INCENTIVE AND REWARD DESIGN**

VIRTUAL LOYALTY360 EXPO – TUESDAY, 11/24

9am ET

**BRAND CASE STUDY – PRIVACY AND
COMPLIANCE**

1pm ET

**LOYALTY360 AWARDS PRESENTATION – CX
STRATEGY**

3pm ET

**LOYALTY360 AWARDS PRESENTATION –
TECHNOLOGY & TRENDS**

VIRTUAL LOYALTY360 EXPO – TUESDAY, 12/1 – MONDAY, 12/7

CHECK BACK FOR ADDITIONAL SESSION ANNOUNCEMENTS!

**2020 LOYALTY360 AWARDS VIRTUAL CERMONY- THURSDAY,
12/8**

JOIN US AS WE CELEBRATE THIS YEAR'S LOYALTY₃₆₀ AWARD FINALISTS AND
WINNERS