

Sunday | December 4, 2016

4:30pm – 6:30pm

**EARLY REGISTRATION  
OPEN**

5:00pm – 6:00pm

**Loyalty360  
BOARD MEETING**

6:30pm – 7:30pm

**Loyalty360 CX Award  
International Finalist  
Showcases**

Monday | December 5, 2016

7:30am – 6:00pm	<b>REGISTRATION OPEN</b>
7:30am – 8:30am	<b>BREAKFAST</b> in foyer
8:30am – 8:40am	<b>OPENING REMARKS</b> with Mark Johnson, CEO   Loyalty360
8:40am – 9:25am	<b>GENERAL SESSION</b>
9:30am – 10:15am	<b>GENERAL SESSION</b>
10:20am – 11:05am	<b>GENERAL SESSION</b>
11:15am – 12:15pm	<b>WORKSHOP SESSIONS</b>
12:15pm – 1:15pm	<b>LUNCH</b> in Exhibit Hall
1:15pm – 2:00pm	<b>BREAKOUT SESSIONS</b>
2:10pm – 2:55pm	<b>BREAKOUT SESSIONS</b>
2:55pm – 3:25pm	<b>BREAK</b> in Exhibit Hall
3:30pm – 4:15pm	<b>GENERAL SESSION</b>
4:30pm – 5:15pm	<b>BRAND ROUNDTABLES</b> (Brand/Marketer-Only)
5:30pm – 7:00pm	<b>WELCOME RECEPTION</b> in Exhibit Hall
9:00pm	<b>AFTER HOURS PARTY</b>

Tuesday | December 6, 2016

7:30am - 5:00pm	<b>REGISTRATION OPEN</b>
7:30am - 8:30am	<b>BREAKFAST</b> in Exhibit Hall
8:30am - 9:30am	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 CX Awards finalists
9:45am - 10:45am	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 CX Awards finalists
11:00am - 12:00pm	<b>BREAKOUT SESSIONS</b> Presentations by the Loyalty360 CX Awards finalists
12:00pm - 1:30pm	<b>LOYALTY360 CX AWARDS LUNCHEON</b>
1:45pm - 2:45pm	<b>KEYNOTE SESSION</b>
2:55pm - 3:25pm	<b>SHOWCASE SESSIONS</b>
3:35pm - 4:05pm	<b>SHOWCASE SESSIONS</b>
4:15pm - 5:00pm	<b>BREAKOUT SESSIONS</b>
5:30pm - 7:00pm	<b>SPEED NETWORKING / COCKTAIL RECEPTION</b> in Exhibit Hall

Wednesday | December 7, 2016

7:30am	<b>REGISTRATION OPEN</b>
7:30am – 8:30am	<b>BREAKFAST</b> in Exhibit Hall
8:30am – 9:15am	<b>GENERAL SESSION</b>
9:30am – 10:15am	<b>BREAKOUT SESSIONS</b>
10:20am – 11:05am	<b>BREAKOUT SESSIONS</b>
11:15am – 12:00pm	<b>GENERAL SESSION</b>
12:00pm – 1:00pm	<b>LUNCH</b> in Exhibit Hall
1:00pm – 4:00pm	<b>OFFSITE LEARNING EXPERIENCE:</b> Wings Over the Rockies Air & Space Museum

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.

Providing experiences that engage customers –and keep them engaged is more important today than ever before. Creating increasingly relevant, personal and customized experiences to build deep, sustainable and reciprocal bonds with customers is what will set brands apart from their competition. By elevating the experience and leading your customers down the path of engagement, you can develop long-term mutually beneficial relationships and brand advocates on the journey to loyalty.