

FRICTIONLESS LOYALTY

Navigating the intersection of loyalty and the customer experience



THE LOYALTY ACADEMY CONFERENCE

March 2, 2017 | Marriott Harbor Beach, FL

Hosted by:

the wise
marketer 

The global resource
for loyalty marketers

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[r] Dialogue



Explore the intersection of loyalty and the customer experience.

Today's customers demand ever more seamless, value-added, and personalized rewards, recognition, and digital experiences. How will loyalty marketing evolve and thrive in the age of frictionless loyalty? Attend the Loyalty Academy conference and learn how to create frictionless loyalty with your own best customers.

Don't miss the only loyalty marketing conference that matters.

What:

The 2nd Annual Loyalty Academy Conference

When:

Thursday March 2, 2017

Where:

The Marriott Harbor Beach Resort and Spa
3030 Holiday Dr, Fort Lauderdale, FL 33316

Why:

The Loyalty Academy Conference brings together the leading minds in loyalty marketing for an intimate one-day conference of insightful learning and discussion of the biggest challenges in building customer loyalty today. Network and mingle at one of south Florida's premiere resort properties while tackling the big-rock issues that will affect your loyalty efforts in the coming year.

Who:

You: A mid- to senior-level marketer with an interest in building the most effective customer strategy you can offer to your best customers, senior management, and stakeholders. Whether you're an airline, a card marketer, a hotelier, a retailer, or a B2B provider, you'll find invaluable insight at the Loyalty Academy Conference – and your opinions will be in high demand.

How:

To ensure a quality experience for delegates, registration to the Loyalty Academy Conference is limited. Ensure your place by registering online at www.loyaltyacademy.org/URL. The deadline for the Early Bird discounted rate is **January 31, 2017**. We look forward to seeing you there!

Keynote speaker:



Rick Ferguson

CEO Wise Marketer Group
Master of time, space, and dimension.

Confirmed speakers:



Mike Atkin, CLMP

Chairman, Customer Strategy Network
Globe-trotting coalition expert.



Mike Capizzi

Dean, Loyalty Academy
Renowned horse-race handicapper.



Bill Hanifin

COO, Wise Marketer Group
Ironman and loyalty triathlete.



The Loyalty Academy Conference 2017: Agenda

Thursday March 2	
Time	What
8:00am – 9:00am	Breakfast Coffee up, grab a croissant, and introduce yourself. No fuss, no pressure.
9:00am-9:15am	Conference kickoff CSN's Mike Atkin breaks it down and makes it real.
9:15am-10:00am	Keynote Wise Marketer's Rick Ferguson envisions the future of frictionless loyalty.
10:00am-10:45am	Discussion Lane 1: The convergence of loyalty and CX The crux: Is a great experience alone sufficient to build loyalty?
10:45am-11:00am	Morning break Relax, get a refill, and answer those emails.
11:00am-11:45am	Discussion Lane 2: The convergence of loyalty and mobile payments The crux: Will loyalty be the engine that drives mobile payment adoption?
11:45am-12:00pm	Morning wrap-up Your burning questions from the morning, asked and answered.
12:00pm-1:30pm	Lunch and break Grab a bite, get some fresh air, and answer those emails.
1:30pm-2:15pm	Discussion Lane 3: Removing organizational friction The crux: What are the obstacles to building a customer-centric company?
2:15pm-3:00pm	Discussion Lane 4: Removing financial friction The crux: How can we operate more efficiently to deliver greater return?
3:00pm-3:15pm	Afternoon break Have a snack, take a walk, and answer those emails.
3:15pm-4:00pm	Discussion Lane 5: Loyalty coalitions in a frictionless world The crux: Can coalition loyalty thrive in an age of disruption?
4:00pm-5:00pm	Discussion Lane 6: The Great Points Program Debate The crux: Are classic points programs a relic, or still relevant?
6:00pm-?	Cocktails The drinks and snacks are on us; the deals are up to you.

The Marriott Harbor Beach

Breathe in the ocean air and hobnob with the best minds in loyalty at the Fort Lauderdale Marriott Harbor Beach Resort and Spa, located on a quarter-mile of private beach in Fort Lauderdale, FL. Our special conference room rate will ensure that the Loyalty Academy Conference fits within your company budget.



The Loyalty Academy Conference 2017: How to attend

Pricing:

Attend the Loyalty Academy Conference for a registration fee of \$695.

Special Early-Bird Pricing:

Until January 31, 2017, attend the Loyalty Academy Conference for a special **early-bird rate of \$495**.

Loyalty Academy Member pricing:

Loyalty Academy members (visit www.loyaltyacademy.org/membership/ for more information) can attend the Loyalty Academy Conference at a special **Member Rate of \$395**.

To register:

To register for the Loyalty Academy Conference, visit the Conference page at www.loyaltyacademy.org/loyalty-academy-2017-conference/.

Marriott accommodations:

To reserve your room at the Marriott Harbor Resort and Spa at the special Loyalty Academy room rate, please visit the Conference page at www.loyaltyacademy.org/loyalty-academy-2017-conference/. To ensure the conference rate, delegates must book a room at the Marriott **by February 10, 2017**.

Questions and concerns:

If you have any questions about the Loyalty Academy Conference, or any difficulties with registration or with booking your room at the Marriott, please call our help desk at 1.800.222.6543 or email our event coordinator Jill Dutton at jilld@thewisemarketer.com.

