

retention and loyalty marketing

MONDAY, OCT. 15

>> 4:30 P.M. – 5:30 P.M.

DELIVERING THE OPTIMAL CUSTOMER EXPERIENCE THROUGH ULTIMATE BRANDED RETAIL EXPERIENCE

INTERMEDIATE

LEARNING POINTS:

- Key steps in creating a customer experience-focused company
- Best practices in creating a multilevel retail brand experience, from experience venues to flagship destinations

SPEAKER:

David Jeffers, Manager, Retail, Retail Brand Experience, **John Deere**



MONDAY, OCT. 15

>> 4:30 P.M. – 5:30 P.M.

ADVANCING LOYALTY IN RETAIL: THE AE ALL-ACCESS PASS

ADVANCED

LEARNING POINTS:

- Expanding key elements essential to successful loyalty initiatives
- Integrate the program into the overall marketing efforts of the brand

SPEAKERS:

Laith Murad, Vice President of **Roman, Brierley + Partners**
David Slavick, Senior Director, CRM/Loyalty, **American Eagle Outfitters**



TUESDAY, OCT. 16

>> 11:15 A.M. – 12:15 P.M.

STOP PAYING TO REACQUIRE YOUR CUSTOMERS

INTERMEDIATE

LEARNING POINTS:

- Show how to layer personalized, one-to-one messaging into a mass market medium
- Learn communication strategies for using loyalty marketing to strengthen customer relationships

SPEAKERS:

Greg Grunston, Director, Loyalty, Phone CRM, **1-800-FLOWERS.COM**
David Rosen, Senior Vice President, **Loyalty Lab, Inc.**



TUESDAY, OCT. 16

>> 2:45 P.M. – 4:00 P.M.

HISPANIC RELATIONSHIP MARKETING: FROM TARGETING TO ENGAGEMENT

INTERMEDIATE

Sponsored by Directo Council

LEARNING POINTS:

- How to segment and target the Hispanic consumer marketplace
- Develop targeted strategies based on Hispanic market attitudes and trends

SPEAKER:

Alex Camacho, PhD, Director, Multicultural MONITOR Consulting, **Yankelovich, Inc.**



WEDNESDAY, OCT. 17

>> 9:00 A.M. – 10:00 A.M.

BUILDING YOUR RETENTION AND PROFITABILITY ROADMAP

ADVANCED

LEARNING POINTS:

- Demonstrate the benefit of combining primary research with database analytics to understand customer motivations
- Outline the predictive and descriptive tools beneficial to inform marketing decisions

SPEAKER:

Regina Gray, VP, Scoring and Analytics, Decision Sciences, **Experian Marketing Services**



WEDNESDAY, OCT. 17

>> 9:00 A.M. – 10:00 A.M.

CHANGING CUSTOMER BEHAVIOR WITH RECOGNITION & REWARDS

INTERMEDIATE

SPEAKERS:

Kelly Hlavinka, Director, **COLLOQUY**
Adam Burke, Senior VP and Managing Director, **Hilton HHonors Worldwide**
Scott Key, VP Relationship Marketing & Business Development, **Gap Inc. Direct**
Carol Kruse, Vice President, Interactive Marketing, **The Coca Cola Company**
Bryan Pearson, President & CEO **The Loyalty Group**
Robin Korn, Vice President, Membership Rewards, **American Express Company**



WEDNESDAY, OCT. 17

>> 11:30 A.M. – 12:30 P.M.

MULTICHANNEL ACQUISITION & RETENTION ECONOMICS

INTERMEDIATE

LEARNING POINTS:

- Learn best techniques for computing customer value across Web, catalog, and phone
- Discover formulas to estimate optimal acquisition advertising spending

SPEAKERS:

Alan Rimm-Kaufman, President, **Rimm-Kaufman Group LLC**
Jim Novo, Vice President of Programming & Marketing, **Home Shopping Network**



WEDNESDAY, OCT. 17

>> 11:30 A.M. – 12:30 P.M.

LOYALTY FALSE POSITIVES: MARKETING TRAPS

INTERMEDIATE

LEARNING POINTS:

- Discover how under-performing programs can yield new insights
- Learn the importance of deciphering database metrics

SPEAKERS:

Raymond Allston, SVP, Creative, Director, **Campbell-Ewald**
Janice Easton, SVP, Director Data Analytics, **Campbell-Ewald**
Jill Noblett, SVP, Loyalty Marketing, **Wyndham Hotel Group**
Tracie Reihm, EVP, Account Director, **Campbell-Ewald**

