DAY 1  ·  WEDNESDAY, JUNE 8

10:00am  Sponsor Roundtables
10:00am  Registration
10:45am  WORKSHOPS  Williford Ballroom

Acxiom  Making the Shift from Customer Experience to Human Experience
Bond Brand Loyalty  The Problem with Loyalty Programs
Optinmove  Do you have the Secret Formula for Scaling Personalization?

12:15pm  WORKSHOP LUNCHEON  Williford Ballroom
RETAILER LUNCHEON  Waldorf Ballroom

DAY 3  ·  FRIDAY, JUNE 10

7:30am  Breakfast  Boulevard Room

7:30am  Breakfast  Boulevard Room

GENERAL SESSION  ·  GRAND BALLROOM
8:35am  Exploring New Frontiers: A Brand Marketer + Service Provider Perspective
8:50am  NICHOL BRADFORD  The Future of Work, Society and The Human Mind
9:35am  CHRYSTY SPORTS  Key to Success: Peak Time Planning and Prioritization

10:05am  Sponsor Luncheon Table Topics  Williford Ballroom C
10:25am  BARRY’S  Going Digital and Redesigning Loyalty for the Cross-Channel Consumer
10:55am  ULTA BEAUTY  The Beauty of Personal and Emotional Guest Connections

11:35am  1:1 MEETUPS AND LOUNGE DISCUSSIONS  Waldorf Ballroom
1:30pm  General Luncheon  Williford Ballroom AB
Sponsor Luncheon Table Topics  Williford Ballroom C

SESSION I
2:35pm  PAPER SOURCE  Grand Ballroom  Using SMS to Reach Hybrid Shoppers and Deliver Personalized Experiences
ASICS  Waldorf Ballroom  Consumer Control: How ASICS is Letting Customers Personalize Each Step of the Journey
EXXONMOBIL  Boulevard Room  The Value Exchange - Decoding Consumer Data to Delight

SESSION II
3:10pm  BRINKS HOME  Grand Ballroom  Achieving 1:1 Personalization with Self-Learning AI
MAJID-AL-FUTTAIM  Waldorf Ballroom  Emotional engagement in the digital world : An ecosystem-powered, integrated lifestyle loyalty proposition, as the foundation for a digital, data-led enterprise
SHIPT  Boulevard Room  The Importance of Customer Intelligence to Power a Differentiated Digital CX and Build Brand Love

SESSION III
4:05pm  ALBERTSONS  Grand Ballroom  Paving the Future of Customer Loyalty - How Albertsons Leverages a Loyalty-Focused Strategy to Build Better Digital Experiences
REXALL  Waldorf Ballroom  The Best Prescription for Driving Personalization and Engagement in Health & Wellness
SHELL  Boulevard Room  From Fueling Loyalty to Being Loyal to Customers

SESSION IV
4:45pm  SLEEP NUMBER  Grand Ballroom  How Targeted Postcards Drive Conversions
E.L.F. COSMETICS  Waldorf Ballroom  The Ultimate Loyalty Glow Up - e.l.f. levels-up their loyalty program to truly highlight their most valuable customers
ARBY’S  Boulevard Room  Beefing Up Your Personalization and Digital Maturity

5:15pm  MARK SCHULMAN  How to Ignite Rockstar Performance During Uncertain Times

6:00pm  NETWORKING RECEPTION  Grand Foyer & Normandie Lounge