



AMERICA'S CUSTOMER FESTIVAL

SEPTEMBER 15-16, 2014
THE VENETIAN, LAS VEGAS

BIGDATA^{WORLD} LOYALTY^{WORLD} CRM^{WORLD} ENGAGEMENT^{WORLD}
EXPERIENCE^{WORLD} OMNICHANNEL^{WORLD} TOTAL PAYMENTS

WWW.TERRAPINN.COM/AMERICASCUSTOMER



CONTENTS

About the festival	4
Brands who attend	5
10 reasons to attend	7
Festival blueprint	8
Inspirational minds	9
Agenda at-a-glance	13
Floorplan	21
Our sponsors	22
Speakers Class of 2014	24
Roundtables	26
Networking	33
Circus Cabaret	35
Sponsorship opportunities	36
Booking your pass	38

WHAT'S NEW FOR 2014?

TOTAL **PAYMENTS** **EXPERIENCE** WORLD
ENGAGEMENT WORLD
CRM **WORLD**

WOW YOUR CUSTOMERS

Everyone wants to create amazing customer experiences, wow their customers, and form a loyal customer following.

America's Customer Festival brings together all aspects of the customer journey; from product search and evaluation to purchase and onto repurchase.

Organizations wanting to be truly customer centric have a mountain of disciplines to tackle and a plethora of options within them.

America's Customer Festival cuts short this process for them.

BOOK BY AUGUST 8TH TO SAVE \$225

We speak with you, not at you.

America's Customer Festival is different.

We've created an innovative and unique format that promotes of networking, eliminates boring broadcast style presentations, and takes place in a fun and vibrant atmosphere.

We're introducing a new style of event. One that allows attendees to tailor their content, and one that ensures sponsors meet as many relevant attendees as possible.



"I got a lot of learning and value from the case studies with "big brands" - Avis, Walgreens, DirecTV, Nissan, etc. Case studies that break down what situation an organization encountered, how they used data to understand and address the situation, how they learned about and from the customer, how they strategically addressed it in a way that was relevant to their customers and a good fit for their brand, and how they measured and adapted to the impact of the campaign are helpful as we plan our own loyalty programs. Also, hearing trends across the marketplace - how companies are using big data, the shift and return to long-term thinking, etc - give us a fresh, current perspective in our planning."

Amy Lambert, Marketing Strategy Manager, Jewelry Television

IT'S ALL ABOUT THE CUSTOMER

Join us at America's Customer Festival as we learn how top brands from the retail, financial services, entertainment, hospitality, healthcare, and telecommunications industries create a unique customer-centric approach through innovative loyalty, CRM, engagement, experience, payments, and big data strategies.



WHO?
ATTENDS!

jetBlue
AIRWAYS

GUESS

★ macy's

NU SKIN
THE DIFFERENCE. EDUCATION STARTS.

ebay

KwaTaqNuk

CHOICE HOTELS
INTERNATIONAL

First National Bank

Expedia

overstock.com

bp

amazon

AMERICAN
EXPRESS

Entertainment

IKEA

Budget

virgin atlantic

Zappos
the web's most popular shoe store

LEGO

STERLING JEWELERS

dish

KREI

USAA
We know what it means to serve.

CAESARS
PALACE
LAS VEGAS

ACE
Hardware

THE WYNN
VENETIAN
Resort • Hotel • Casino

AMTRAK

ICA

American Airlines

SAN MANUEL
INDIAN BINGO & CASINO
An American Indian Reservation of the San Manuel Band of Mission Indians

AVIS

TVG
Your Global Life Science Network

alteryx

NISSAN

ancestry.com

BNY MELLON
WEALTH MANAGEMENT

personal

COLUMBIA COLLEGE
OF THE SOUTHWEST

REGAL
ENTERTAINMENT
GROUP

monster

SmartFurniture

MetLife

HILTON
WORLDWIDE

ICELANDAIR

SUNOCO

Thrivent Financial
for Lutherans

TRACTOR
SUPPLY CO.
TractorSupply.com

Chevron

Comcast

Pacers

ALLERGAN

SHOPPERS STOP
START SOMETHING NEW

MGM RESORTS
INTERNATIONAL

DIRECTV

CIRQUE DU SOLEIL

Cancer
Treatment
Centers
of America
Winning the fight against cancer every day.

carter's
babies and kids

UNIVERSITY OF
MARYLAND

EXPRESS SCRIPTS

Coca-Cola

kraft foods

Walgreens

Shell

Fung Capital USA

RAC
Appliances • Electronics • Computers • Furniture

MGM GRAND

State Farm

BarkBox

GILT

charity: water

CONDÉ NAST

RED LION HOTELS
CORPORATION

REGIS

Ameritrade

Microsoft

delivery.com
Your neighborhood. Delivered.

First National Bank

Kellogg's

Jackson
FAMILY WINES

zest



"Great one on one meetings"

Sarah Quinlan, Senior
Vice President and Group
Head of Market Insights,
MasterCard Advisors

10

REASONS TO ATTEND

1

Keep pace and be flexible in an evolving omni-channel landscape with a keynote presentation from Stormy Simon, President of **Overstock.com**.

2

Hear from Rob Singer, the CMO of **Ancestry.com** on how to structure your data to best manage your brand and customer journey.

3

Discover how data and analytics are being used to improve customer experience and engagement with insights from **Comcast, Nike, and Hilton Worldwide**.

4

Leverage customer centricity models to retain customers on a global and localized level with insights from Kareema Mejri, Vice President, Customer Centric Practice Leader at **MetLife**.

5

Explore omni-channel strategies that create seamless, consistent, and connected customer experiences from brands like **American Airlines, MGM Resorts International, BP, and Bark & Co.**

6

Learn how Mei Lee, Vice President of Marketing at **Condé Nast Entertainment** is leveraging the power of digital influencers and engagement to drive online growth.

7

Acquire a better understanding of geo-marketing tactics and mobile applications from companies like **Delivery.com** and **Avis Budget Group**.

8

Stay abreast of **Grainger's** initiatives to unsilo your CRM approach and learn how integrated data analytics can generate better customer foresight.

9

Understand how **eBay** is building a data infrastructure that enables scalability, systematizes access and allows agility.

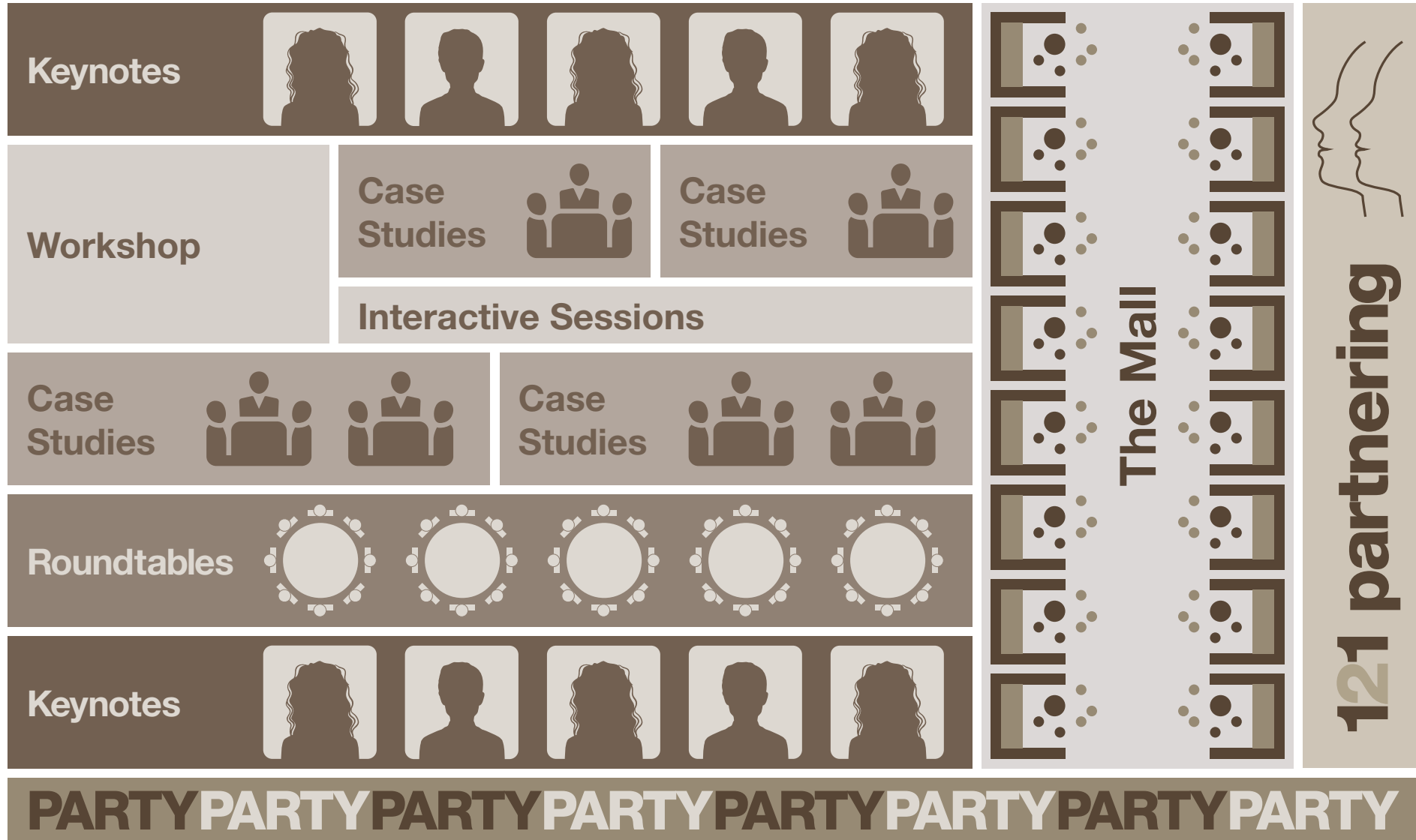
10

See how **Delta Airlines** aligns customer behavior with their payments offering and generates insightful data from payment transactions.



FESTIVAL BLUEPRINT

America's Customer Festival gives you the opportunity to attend the sessions that are the most relevant for your business. It's your one-stop shop for building a customer-centric business.





DOUGLAS MERRILL

CEO & Founder
ZestFinance
Former CIO
Google

Big Data is not just for breakfast: Learn how data will transform your business from one of the leading minds in the information sphere. Douglas was CIO at Google, where he oversaw a team of 1,500, as well as all aspects of technology, and several high profile projects, one of which, Google Checkout, is now a multi-billion dollar business.

ROGER DOOLEY

Author

**Brainfluence: 100 Ways to
Persuade and Convince
Consumers with
Neuromarketing**

Learn how to sell more while spending less by understanding how our brains work. Find out the 10 key ways to persuade your customers using neuromarketing. This session is for you if you want to understand your customers, build stronger brands, and sell more effectively.





JOSEPH PINE

Author

**The Experience Economy,
Mass Customization,
Authenticity, and Infinite
Possibility**

What do consumers really want? Find out why it's all about the experience! Discover why you are in the experience business, how to stage experiences authentic to who you are.... and how to customize them to your consumers.

STORMY SIMON

President
Overstock.com

Discover how Overstock.com is living up to brand promise and surpassing customer expectations in an evolving consumer landscape. Learn how they are accelerating the customer experience through innovations in technology and processes, and how they are prioritizing current and future marketing investments.



DAY ONE

MONDAY 15TH SEPTEMBER

9:00

KEYNOTE: Living up to brand promise and surpassing expectations in an evolving consumer landscape

- Customer-centricity: driving organizational focus on the customer
- Learning to keep pace, prioritize, and be flexible in an ever-changing omni-channel world
- Accelerating the customer experience through innovations in technology and processes
- Building greater loyalty and brand advocacy by utilizing multiple touchpoints

Stormy Simon, President, **Overstock.com**

9:30

KEYNOTE: What do consumers really want? It's all about the experience!

- Find out why YOU are in the experience business
- Discover how to stage experiences authentic to who you are....
- And mass customized to every consumer

Joseph Pine, Author, **The Experience Economy, Mass Customization, Authenticity, and Infinite Possibility**

10:00

Speed Networking

10:30

Morning Networking Break

TRACK 1: Loyalty, Experience, Engagement, Omni-Channel

11:00

Priority Club Rewards to IHG Rewards Club: Re-launching the world's largest hotel loyalty program

- Understanding how to generate more value for your guests
- What are the objectives, risks and rationale for a brand re-launch?
- Effectively articulating the value of your new loyalty program to your customers

Don Berg, Vice President Loyalty Programs, **InterContinental Hotels Group****TRACK 2: Big Data, Payments, CRM****Harvesting, integrating, and generating outcomes – how holistic approaches to big data make analytics more accurate**

- It's not all about volume and access, it's about the quality of data
- Coping with ad hoc queries
- Integrating all sides of the organization towards a common goal: data accuracy
- How to segment metrics by market to uncover growth opportunities

Riley Newman, Head of Analytics, **Airbnb****TRACK 3: Experience Workshop****How to stage authentic, customized experiences**

Expanding on his keynote presentation, Joe Pine takes you further into today's Experience Economy to help you think about and apply its core principles to your own business. In this interactive workshop you will:

- Learn five design principles for staging any experience
- Apply the two key standards of authenticity to your business
- Figure out how to go beyond customer satisfaction to customer sacrifice

Joseph Pine, Author, **The Experience Economy, Mass Customization, Authenticity, and Infinite Possibility**

11:25

Leveraging digital influencers to successfully scale your online presence

- Learn how to identify digital influencers for your brand
- Partnering with digital influencers to drive online growth
- Unlock the power of digital talents and understand how they can fit into your overall marketing strategy

Mei Lee, Vice President of Marketing, **Condé Nast Entertainment**

How to align customer behavior with your payment offering

- Ecommerce vs. mcommerce vs. omni channel commerce
- Seamless payment – getting the customer to focus on the product
- Omni-payment: How to gather insights from every transaction

Saum Noursalehi, Vice President of Marketing, **Overstock.com**

How to stage authentic, customized experiences
 (Continued)

11:50

Cancer Fighters Care Net: Creating brand advocates by emotionally engaging your membership base

- Benefits of a program that highly engages your members
- Crafting a program that fulfills the strategic needs of your business and the emotional needs of your customers
- Levels of engagement: understanding how and when members should be engaged and managing those expectations

Lindsay Tintera, Relationship Program Manager, **Cancer Treatment Centers of America**

Beyond big data: real time insights, B2B models and the next wave of analytics

- Shifting your siloed approach to a collaborative data organization
- Customizing marketing strategies based on consumer segments
- How integration can leverage customer feedback approaches to avoid lapsation

Shailesh Sood, Vice President, Customer Information and Business Intelligence, **Grainger**

12:15

Social Media Panel**Panel: Building a solid social media strategy to actively engage customers, improve loyalty, and boost conversion**

- What are you using your social communications for?
- Creating models for social management, processes, and metrics
- Distributing insights from social media across your enterprise: marketing, support, product, and sales teams
- The impact of a streamlined social communications strategy on your organization

Jonathan Pierce, Director, Social Media, **American Airlines**

Donna Sanker, Vice President of Marketing, ampm and ARCO, **BP**

Chris O'Brien, Communications Director, **Bark & Co.**

Roundtables**1. Building and improving data infrastructure to improve scale, access, and agility**

Debashis Saha, Vice President, Global Data Infrastructure, **eBay**

2. How smart data can boost lifetime customer value - identifying your most profitable customers

Prateek Kotak, Lead Technical Product, **Amazon**

3. Enabling personnel capabilities to get the most out of big data

Jean-Paul Isson, Vice President of Global BI and Predictive Analytics, **Monster Worldwide**

1:00

Lunch

2:30

TRACK 1: Loyalty, Experience, Engagement, Omni-Channel**Thinking outside the box: infusing customer experience in product development**

- Leveraging design thinking to build the products and experiences our customers need
- Empowering the organization through tools and practices to achieve great experience design
- Testing products before they reach the market

Stacie Herring, Senior Director, Digital Product Management, **Capital One**

2:50

Identifying drivers of customer dissatisfaction to transform customer experience

- Implementing a strategic V.O.C program to understand what's disappointing your customer base
- Translating insights from customer feedback and speech/text analytics to design improvements to customer-facing organizational groups
- What is the impact of service changes on customer loyalty?

Graham Tutton, Vice President Customer Insights, **Comcast**

3:10

Move mountains with low cost rewards

- No need to break the bank: engaging customers and prospects with low cost incentives that drive action
- National brand rewards and hyper-local rewards: targeting rewards by geography, industry, demographics and customer profile
- Understanding the role of consumer choice in reward usage
- Learning from emerging industries that leverage incentives and rewards to activate target groups

Ted Speers, Vice President of Marketing and Business Development, **Entertainment Corporate Marketing Solutions**

3:30

Networking Coffee Break

TRACK 2: Big Data, Payments, CRM**How to build a data collection infrastructure that handles scale and scalability**

- DNA collection complexity. What it requires? How is it centralized?
- Can cloud storage solve the cost issue while guaranteeing data safety?
- The value is on the insights not the amount of data

Moving from Big Data to Smart Data – determining which data is the most critical to you

- How to use data to identify untapped potential customers & hidden pitfalls
- Transforming your customers' attitudes towards data
- Uncovering the behavioral patterns and communication trends of customers from different geos

Drew Carpenter, Senior Director, Global Customer Analytics and Digital Marketing, **Nike****Social media data and analytics for better business and customer decisions**

- How do customers interact with banks through social media today?
- Examining recent success stories from banking and customer relations
- Connecting banking decision makers to your customers

Rick Kochhar, Chief Data Officer, **TD Bank Group**

ROUNDTABLES

4:10

1. Partnership models that benefit your customers and meet business objectives**Mike Swartz**, Managing Director, Co-Brand Partnership Management, First Bankcard, **First National Bank of Omaha****3. Understanding how all marketing initiatives feed into customer loyalty****Scott Robinson**, Senior Director of Loyalty Consulting and Solutions, **Bond Brand Loyalty (formerly Maritz Loyalty Marketing)****5. Tools for transforming the front-line service****Sunny Reisenauer-Matteson**, Director of Marketing, **Red Lion Hotels****7. How to deliver customer experience by measuring happiness data****Patrick Martin**, Marketing Analytics Manager, **Zappos****2. Tools for re-engaging inactive customers****Vicky Radke**, Program Director, Loyalty Solutions and Development, **Amtrak****4. From Reactive to Proactive: Leveraging social media and online communities to build a deeper level of customer engagement****Nestor Portillo**, Worldwide Director, Community and Online Support, **Microsoft Corporation****6. Personalization: Comforting or creepy?****Victoria Williams Graham**, Marketing Director – CRM, **Guess, Inc.****8. Building a consistent, connected, and seamless customer experience across digital channels****Julie Hoffman**, Executive Director Digital and Consumer Experience, **MGM Resorts International**

4:55

Internet of Things for marketers: increasing consumer engagement in a digitized world

- Getting noticed in a digitally crowded environment
- Increasing real-time customer engagement using electronic sensor data (BLE, beacons and patient care)
- Integrating contextualized engagement to create a rich customer experience
- Developing advanced analytics that focus on key customer data

Jerry Filipiak, Chief Executive Officer and Chairman, **Comarch Inc.**

5:15

Keynote Address: Brain-based marketing strategies: 10 ways to persuade your customers using neuromarketing

- Why market research is usually wrong
- The hidden creative elements that can reduce sales
- How non-conscious cues make your brand more likable
- Why nobody trusts marketing and advertising people, and how to fix that

Neuroscientists say that 95% of our decision-making is non-conscious. If your marketing and sales are focused on price, features, and benefits, you are selling to only 5% of your customer's brain. Non-conscious marketing techniques almost always cost much less and have a higher return on investment. Learn about the Persuasion Slide, a simple but powerful model to evaluate your sales and marketing tactics. See real, practical examples of techniques that appeal to our non-conscious decision-making.

Roger Dooley, Author, **Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**

5:45

Circus Cabaret Cocktail

DAY TWO

TUESDAY 16TH SEPTEMBER

9:00

KEYNOTE: Big Data: Not just for breakfast anymore

- What is Big Data, and what's all the hype about?
- What have other companies done to benefit from big data
- What do you need to get the benefits of big data, and what do people do

Douglas Merrill, Chief Executive Officer & Founder, **ZestFinance**, Former Chief Information Officer, **Google**

9:30

KEYNOTE: Leveraging insight to best manage your brand and the customer journey

- The multi-device view of the world: how are people interacting with your brand?
- Collecting and leveraging data collection from all of these platforms
- How do we parse this data to best benefit your band?
- How do we best manage the customer journey for loyalty, engagement, and experience?

Rob Singer, Chief Marketing Officer, **Ancestry.com**

10:00

Speed Networking

10:30

Morning Networking Break

11:00

**TRACK 1: Loyalty, Experience,
Engagement, Omni-Channel**
Loyalty without borders – expanding Total Rewards across channels and partners

- How to engage gamers in your nightclubs, restaurants, shops and other services
- Profiling your customers: tailoring your loyalty offerings to your most relevant clients
- How to cater to your most profitable customers

Michael J. Marino, Vice President of Customer Loyalty, **Caesars Entertainment Corporation**

TRACK 2: Big Data, Payments, CRM
Predictive analytics to enhance customer foresight

- Gaining a competitive edge, and operational knowledge beyond managed reporting
- Including predictive capabilities to understand where your business is headed
- Learning how predictive analytics enables you to discover trends, patterns and relationships

Rafael Alcaraz, Vice President, Global Advanced Analytics, Digital Media and Strategic Foresight, **The Hershey Company**

TRACK 3: Data Workshop
Big Data Demystified: what's important, what's not, and what's next

- Dealing with messiness: knowing which filters must be in place to select the data that's most critical to your business
- Relying on existing processes to tackle data analytics
- The value of internal integration and prior customer understanding to implement data driven strategies
- Challenges with privacy: will a New Deal for personal data be crucial to advance Big Data?

Douglas Merrill, Chief Executive Officer and Founder, **ZestFinance**, former Chief Information Officer, **Google**

11:25

It doesn't have to be "Either/Or"- designing mobile applications to enhance branding and increase conversion

- Altering historical views on mobile enhancement: no need to divide between increased revenue and branding
- Reviewing how conversations were combined into one project helping both the brand and conversion
- The importance of adhering to the principle: Less is more

Neal Zamore, Vice President of Consumer Marketing and CRM, **Avis Budget Group**

A process for using analysis successfully through the lens of investing and sports

- How to develop a top-notch data process for analyzing complex problems
- How to extract the factors that matter most
- How to communicate the action plan so your audience will act upon it

Ryan Renteria, Basketball Analytics Coordinator, **Indiana Pacers**

11:50

TrueBlue Badges: Enhancing loyalty, engagement, and brand awareness through digital gamification

- Crafting an all-encompassing loyalty initiative that is engaging and enjoys the benefits of a social media network
- Motivating loyal customers to interact with your company across multiple channels
- Guiding and educating members on your program, and the ways in which they can gain value
- Long-term impact of social engagement in a revenue-based loyalty program

Michael S. Stromer, Vice President Customer Connections, Marketing - Digital, Loyalty, & Corporate Social Responsibility, **JetBlue**

Achieving seamless connectivity- integrating online and offline data management systems

- Having the right level of support to your user base
- Structuring a proper governing and monitoring approach to optimize analysts interaction
- Integrating the entire system while allowing multiple generated outcomes

Kyle Verzello, Director of Technology Infrastructure, **Overstock.com**

Big Data Demystified: what's important, what's not, and what's next (Continued)

Omni-Channel Panel

12:15

Panel: People, Technology, and Strategy: creating the infrastructure needed for omni-channel success

- Thinking digitally: moving from multi-channel to omni-channel strategy
- Defining and creating seamless experiences across channels
- Evolution of marketing and data talent: what kind of people and processes do you need?
- What role does technology play in your omni-channel strategy?
- Executing distribution and fulfillment through in-store and digital

Robert Rippee, Senior Vice President of Marketing, **The Venetian | The Palazzo**

Barb Brandon, PMP | Director, POS and CRM Technology, **Chico's FAS, Inc.**

Matt Stein, Creative Director, **Kobie Marketing**

Roundtables

1. Why customer feedback is mostly useless

Roger Dooley, Author, **Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**

2. What's in an equation: Engaged Employees + Engaged Customers = Loyalty

Kelly Taggart, Director Learning, **Bond Brand Loyalty (formerly Maritz Loyalty Marketing)**

3. Truly madly, deeply: How sentiment analysis works

Brian King, Vice President CRM, Loyalty & Marketing Analytics, **PETCO Animal Supplies**

4. Using customer-facing technology and data collection to build a retail brand

Arach Tchoupani, Chief Technology Officer, **Lot18**

5. Adapting payment methods for multiple data collection purposes

Brian Ficek, General Manager – Form of Payment & Online Agency Strategy, **Delta Air Lines**

6. Purchase is the beginning of a relationship – is it LTR, casual, or open?

Shira Guil Witelson, Director Analytics Modeling, **J.Crew**

7. Challenges in the last mile of CRM implementation – bridging the gap between user habits and system features

Nicola Saraceno, Vice President, CRM & Analytics, **Luxottica**

1:00

Lunch

2:30

Connecting with guests: How Hilton Worldwide drives guest loyalty, value and business returns

- Empowering guests to personalize their experiences, while delivering consistency across a global portfolio
- Creating a differentiated loyalty program that connects with guests and inspires them to travel more
- Understanding what moves the needle: How to delight the customer and the dissatisfiers that impact business

Mark Weinstein, Vice President, Commercial Services Strategy, Loyalty Programs & Strategic Partnerships, **Hilton Worldwide**

Driving conversion through prescriptive personalization

- How prescriptive personalization can lead to better customer experiences and customer loyalty
- Insights and ideas on which data points are key to your audience online
- Goals and benchmarks in conversion rates, average order values, and lifetime customer values

T.J. Gentle, CEO and President, **Smart Furniture**

2:30

Executing a successful customer-centric retention strategy on a global scale

- Leveraging a systematic approach to identify the highest impact of the program
- Creating tool kits and implementing a localized strategy
- Implementing your retention program in each country

Kareema Mejri, Vice President, Customer Centric Practice Leader, **Metlife**

Becoming hyper-local: connecting customers to local businesses through personalization

- Leveraging data to customize emails and send automated messages with relevant recommendations, discounts, and offers
- Creating targeted marketing by understanding the daily consumption cycle, preferences, and customer locations down to the block
- Learn how consumers engage with content and offers- where are they falling off in the buying cycle?
- Turn the delivery experience into an emotional connection

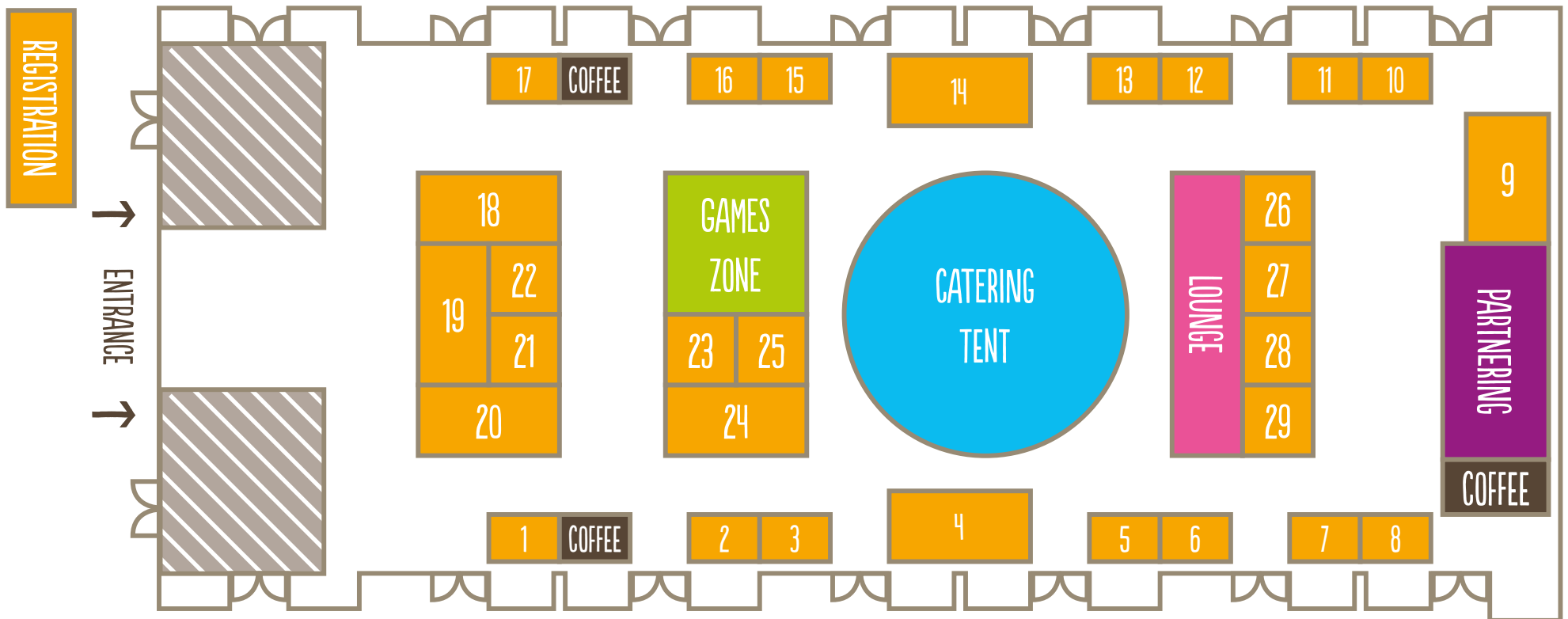
Neeraj Sharma, Vice President of Marketing, **Delivery.com**

3:10

End of conference



FLOORPLAN



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Marketing
is now



COMARCH

KOBIE
EXPERIENCE LOYALTY

entertainment
CORPORATE MARKETING
SOLUTIONS

HAPPYORNOT

OUR SPONSORS



Bond Brand Loyalty, formerly Maritz Loyalty Marketing, has been practicing brand loyalty for over 100 years for the world's most beloved brands. We believe that the world can be a more loyal place – a world more rewarding for customers, richer and more resilient for brands, and extremely profitable for the underlying businesses those brands represent. We build measurable, authentic and long-lasting relationships between our clients' brands and their customers through a complete combination of services, including loyalty design, customer experience solutions, market research, insights and analytics, live events, experiential marketing, and powerful loyalty technology platforms centred around a signature human science approach to brand loyalty. Bond Brand Loyalty is a Maritz Company.

For more information, please visit www.bondbrandloyalty.com

COMARCH

Comarch Inc., located in Chicago, IL, is a subsidiary of Comarch SA, a global IT company that employs nearly 4000 professionals and has offices in 23 countries worldwide. Comarch specializes in the design, implementation and integration of advanced IT solutions for comprehensive management of loyalty programs, customer relations and support for marketing activities. The company's portfolio includes solutions for retail, gas stations, hospitality, travel, finance, telecommunications as well as coalition programs. Comarch is a leader in the loyalty technology industry, with over 13 years of experience and proven track record in the US and Canada.

For more information please visit www.comarch.com



Entertainment® Corporate Marketing Solutions provides unique and relevant acquisition, loyalty, and retention programs. Our rewards programs drive consumer behavior with low-cost, high-value incentives for businesses throughout North America. As part of Entertainment®, our B2B division of experts has over 30 years of working with Fortune 1000 companies to leverage the most sought after merchant database with hundreds of thousands of ways to save. We create solutions based on Lifestyle, Geography, Demographic, or Theme to fit your needs. Our programs are available across a variety of platforms - print, digital and mobile so you can offer savings how and when your customers want them.

Contact us for more information: (800) 450-8114 | mktgsolutions@entertainment.com | <http://www.entertainment.com/cms/marketing-solutions/loyalty-programs/>



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Ever wish you could place your branding into your customers' everyday lives and inner circles? Found ID's lost and found ID system, white-labeled with your branding brilliantly gets your logo in front of your best customers and everyone they encounter.



Given as a premium, membership perk, welcome or thank you gift this value added service gets your branding on everything that's important to your customers (phone, keys, bags, passport, tablet, favorite jacket...).

This real-life product placement increases engagement, indoctrinates new customers and creates brand ambassadors. All of this leads to what we all wish for our brands, organic referrals and increase share of wallet.

www.FoundID.com



Kobie believes in delivering the best customer experience to our clients and their customers that will deliver truly loyal brand champions who buy more and inspire others to adopt your brand. This is a promise that Kobie has proven it can bring to life better than any other CRM in the world. With sophisticated segmentation, complex campaign configuration capabilities and real-time/predictive analytics, Kobie's Alchemy loyalty and CRM "engine" provides the database power and loyalty program configuration tools to discover, maximize and expand business opportunities at every moment in the customer lifecycle. Our award winning in-house creative agency provides on brand engaging omni channel communications backed by proven analytics to create result driven creative initiatives.

Learn more at www.Kobie.com

HappyOrNot helps its clients across a variety of sectors to develop their service experience and sales by continuously monitoring and reporting on customer satisfaction levels. 3 minute video presentation: <https://www.youtube.com/watch?v=Hf5i3Xtd5hY>



Headquartered in Tampere, Finland and established in 2009, we serve clients in such sectors as retail, traveling and transportation, outsourcing services, healthcare and wellbeing, HoReCa, financial services, automotive, and public and governmental services. Our service has received several awards and recognition by major medias such as Daily Finance and USA Today.

HappyOrNot is currently being used by over 500 retail and service chain organizations across 40 countries. Our clients include IKEA, Dixon's Retail, Office Depot, Domino's Pizza, Sodexo, ISS, Securitas, Carrefour, Delhaize, GE Healthcare, Citgo, Ochsner Health System, DHL, NHS, City of Helsinki, Heathrow Airport and over 40 other airports, SNCF (French railways), Emirates, Turkish Airlines, SAS and hundreds of other international and global industry leaders and public organisations.

More information online: www.happy-or-not.com

www.terrapinn.com/americascustomer

To find out more about how you can get involved call Andre Singer on +1 646 619 1797 or email andre.singer@terrapinn.com





SPEAKERS

CLASS OF 2014



Rob Singer
Chief Marketing Officer,
Ancestry.com



Stormy Simon
President,
Overstock.com



Roger Dooley
Author,
Brainfluence: 100
Ways to Persuade and
Convince Consumers
with Neuromarketing



Joseph Pine
Author, **The Experience**
Economy, Mass
Customization,
Authenticity and Infinite
Possibility



Douglas Merrill
CEO & Founder,
ZestFinance, Former CIO,
Google



Patrick Martin
Marketing Analytics and
Product Manager,
Zappos



Stacie Herring
Senior Director, Digital
Product Management,
Capital One



Mei Lee
Vice President of
Marketing,
Condé Nast
Entertainment



Ryan Renteria
Basketball Analytics
Coordinator,
Indiana Pacers



Nestor Portillo
Worldwide Director,
Community and Online
Support,
Microsoft Corporation



Michael J. Marino
Vice President of Customer
Loyalty,
Caesars Entertainment
Corporation



Michael S. Stromer
Vice President Customer
Connections, Marketing -
Digital, Loyalty, & Corporate
Social Responsibility,
JetBlue



Mike Swartz
Managing Director,
Co-Brand Partnership
Management, First
Bankcard,
First National Bank



Julie Hoffman
Executive Director Digital
and Consumer Experience,
MGM Resorts
International



Graham Tutton
Vice President
Customer Insights,
Comcast



Neal Zamore
Vice President of Consumer
Marketing and CRM,
Avis Budget Group



Sunny Reisenauer-
Matteson
Director of Marketing,
Red Lion Hotels



Mark Weinstein
Vice President, Commercial
Services Strategy, Loyalty
Programs & Strategic
Partnerships,
Hilton Worldwide



T.J. Gentle
Chief Executive Officer
and President,
Smart Furniture



Jonathan Pierce
Director of Social Media,
American Airlines



Donna Sanker
Vice President of Marketing,
ampm and ARCO,
BP



Lindsey Tintera
Relationship Program
Manager,
Cancer Treatment
Centers of America



Victoria Williams Graham
Marketing Director – CRM,
Guess, Inc.



Neeraj Sharma
Vice President of Marketing,
Delivery.com



Prateek Kotak
Lead Technical Product,
Amazon



Debashis Saha
Vice President,
Global Data Infrastructure,
eBay



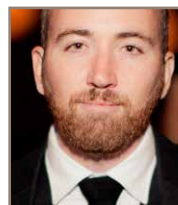
Jean-Paul Isson
Vice President of Global BI
and Predictive Analytics,
Monster Worldwide



Kareema Mejri
Vice President, Customer
Centric Practice Leader,
Metlife



Don Berg
Vice President Loyalty
Programs,
**InterContinental Hotels
Group**



Chris O'Brien
Communications Director,
Bark & Co.



Vicky Radke
Program Director, Loyalty
Solutions and Development,
Amtrak



Robert Rippee
Senior Vice President of
Marketing,
**The Venetian | The
Palazzo**



Riley Newman
Head of Analytics,
Airbnb



Saum Noursalehi
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Shailesh Sood
Vice President, Customer
Information and Customer
Insights,
Grainger



Drew Carpenter
Senior Director, Global
Customer Analytics and
Digital Marketing,
Nike



Ted Speers
Vice President of Marketing
and Business Development,
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Marketing Solutions**



Rick Kochhar
Chief Data Officer,
TD Bank Group



Massimo Young
Vice President,
Data Science,
BNY Mellon



Scott Robinson
Senior Director of Loyalty
Consulting and Solutions,
**Bond Brand Loyalty
(formerly Maritz Loyalty
Marketing)**



Rafael Alcaraz
Vice President, Global
Advanced Analytics, Digital
Media and Strategic
Foresight,
The Hershey Company



Kyle Verzello
Director of Technology
Infrastructure,
Overstock.com



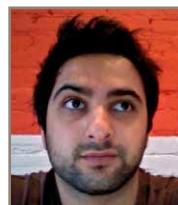
Ray Hontanosas
Head of Data Warehouse
Engineering,
Barclays



Kelly Taggart
Director Customer
Experience,
**Bond Brand Loyalty
(formerly Maritz Loyalty
Marketing)**



Brian King
Vice President CRM, Loyalty
& Marketing Analytics,
PETCO Animal Supplies



Arach Tchoupani
Chief Technology Officer,
Lot18



Brian Ficek
General Manager, Form of
Payment & Online Agency
Strategy,
Delta Air Lines



Shira Guil Witelson
Director Analytics Modeling,
J.Crew



Nicolas Saraceno
Vice President,
CRM and Analytics,
Luxottica



Jerry Filipiak
CEO and Chairman
of the Board,
Comarch Inc.



Marcin Kościak
Vice President CRM and
Loyalty Solutions,
Comarch Inc.



Barb Brandon
PMP | Director,
POS and CRM Technology,
Chico's FAS, Inc.



Matt Stein
Creative Director,
Kobie Marketing



BIG DATA ROUNDTABLES

A roundtable is by definition “a meeting around a table”. We’ll get together in tables of 10-15 people to brainstorm, debate and discuss a series of current issues. And you can be a part of it.

Speakers sessions:



Debashis Saha, Vice President, Global Data Infrastructure, **eBay**

Building and improving data infrastructure to improve scale, access and agility



Prateek Kotak, Lead Technical Product, **Amazon**

How smart data can boost lifetime customer value - Identifying your most profitable customers



Jean-Paul Isson, Vice President of Global BI and Predictive Analytics, **Monster Worldwide**

How to ensure high standards of personnel capabilities to get the most out of big data



Arach Tchoupani, Chief Technology Officer, **Lot18**

Using customer-facing technology and data collection to build a retail brand



Patrick Martin, Marketing Analytics Manager, **Zappos**

How to deliver customer experience by measuring happiness data

Roundtable topics:

Building and improving data infrastructure to improve scale, access and agility

How smart data can boost lifetime customer value - Identifying your most profitable customers

How to ensure high standards of personnel capabilities to get the most out of big data

Using customer-facing technology and data collection to build a retail brand

How to deliver customer experience by measuring happiness data

OMNI CHANNEL ROUNDTABLES

A roundtable is by definition “a meeting around a table”. We’ll get together in tables of 10-15 people to brainstorm, debate and discuss a series of current issues. And you can be a part of it.

Speakers sessions:



Julie Hoffman, Executive Director Digital and Consumer Experience, **MGM Resorts International**

Building a consistent, connected, and seamless customer experience across digital channels



Nestor Portillo, Worldwide Director, Community and Online Support, **Microsoft Corporation**

From Reactive to Proactive: Leveraging social media and online communities to build a deeper level of customer engagement

Roundtable topics:

Building a consistent, connected, and seamless customer experience across digital channels

From Reactive to Proactive: Leveraging social media and online communities to build a deeper level of customer engagement

ENGAGEMENT ROUNDTABLES

A roundtable is by definition “a meeting around a table”. We’ll get together in tables of 10-15 people to brainstorm, debate and discuss a series of current issues. And you can be a part of it.

Speakers sessions:



Kelly Taggart, Director Customer Experience, **Bond Brand Loyalty** (formerly **Maritz Loyalty Marketing**)

What's in an equation: Engaged Employees + Engaged Customers = Loyalty



Sunny Reisenauer-Matteson, Director of Marketing, **Red Lion Hotels**

Tools for transforming the front-line service

Roundtable topics:

What's in an equation:
Engaged Employees +
Engaged Customers =
Loyalty

Tools for transforming
the front-line service

LOYALTY & PAYMENTS ROUNDTABLES

A roundtable is by definition “a meeting around a table”. We’ll get together in tables of 10-15 people to brainstorm, debate and discuss a series of current issues. And you can be a part of it.

Speakers sessions:



Brian Ficek, General Manager – Form of Payment & Online Agency Strategy, **Delta Air Lines**

Adapting payment methods for multiple data collection purposes



Shira Guil Witelson, Director Analytics Modeling, **J.Crew**

Purchase is the beginning of a relationship – is it LTR, casual, or open?



Scott Robinson, Senior Director of Loyalty Consulting and Solutions, **Bond Brand Loyalty (formerly Maritz Loyalty Marketing)**

All marketing is loyalty



Mike Swartz, Managing Director, Co-Brand Partnership Management, First Bankcard, **First National Bank of Omaha**

Partnership models that benefit your customers and meet business objectives

Roundtable topics:

All marketing is loyalty

Adapting payment methods for multiple data collection purposes

Purchase is the beginning of a relationship – is it LTR, casual, or open?

Partnership models that benefit your customers and meet business objectives

CRM & EXPERIENCE ROUNDTABLES

A roundtable is by definition “a meeting around a table”. We’ll get together in tables of 10-15 people to brainstorm, debate and discuss a series of current issues. And you can be a part of it.

Speakers sessions:



Brian King, Vice President CRM, Loyalty & Marketing Analytics, **PETCO Animal Supplies**

Truly madly, deeply: How sentiment analysis works



Victoria Williams Graham, Marketing Director – CRM, **Guess, Inc.**

Personalization: Comforting or creepy?



Roger Dooley, Author, **Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing**

Why customer feedback is mostly useless



Nicola Saraceno, Vice President, CRM & Analytics, **Luxottica**

Challenges in the last mile of CRM implementation – bridging the gap between user habits and system features

Roundtable topics:

Truly madly, deeply:
How sentiment analysis works

Personalization:
Comforting or creepy?

Why customer feedback is mostly useless

Challenges in the last mile of CRM implementation – bridging the gap between user habits and system features



"Great to meet with data and marketing communities and vendors that support this space"

Derek Strauss, Chief Data Officer, TD Ameritrade



"The event provides plenty of time for networking and connecting with various companies."

Kelly Smolinski, IT Senior Director of Customer Systems, Walgreens

THERE'S MORE TO 2014

America's Customer Festival is no average conference. We recognize the importance of networking and offer an experience which allows you to do just that. From our mobile app to networking manager to peer-to-peer partnering we ensure that you get the very most from your time on site. Plus with our exciting Festival format and post-event party you are sure to have an enjoyable and memorable experience.



DOWNLOAD OUR NETWORKING APP

Download our networking app to get organized and get in touch with all attendees before the event.

Use the Total Customer portal to:

- Plan your sessions
- Build a personalized agenda
- Identify exhibitors to visit
- Set up onsite meetings with key executives
- Network with other attendees

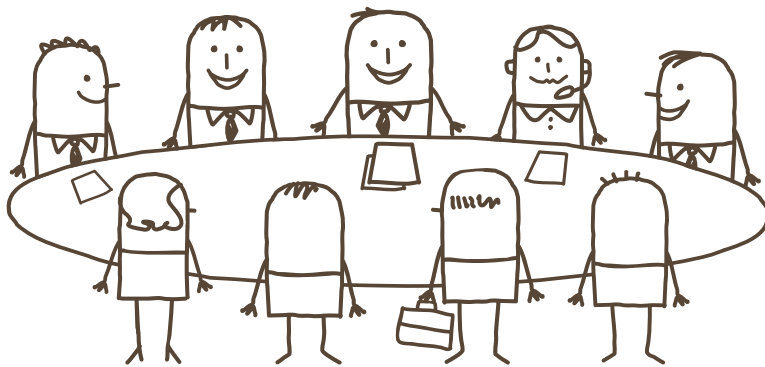
Keep all your messages, appointments, and favorites at your fingertips and continue networking while you're there. You can still use the networking tool within the app for a full year after the event so you can follow up with anybody you've missed months down the line



YOUR NETWORKING MANAGER

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Valerie Burgos
Tel: +1 646 619 1791
valerie.burgos@terrapinn.com



PEER-2-PEER

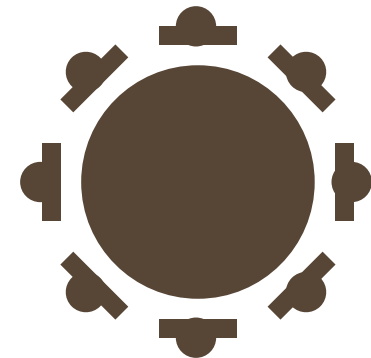
Meet face-to-face with America's top retailers, banks, telecoms and airlines in our Premium focus sessions.

Exchange business cards, share ideas and discuss the latest challenges facing the industry.

With two engaging networking lunches, make the most of your time at the event.

These breaks allow for more opportunities for casual conversations and introductions, without compromising your time attending the conference sessions.

NETWORKING LUNCHES



Explore the Exhibition Mall during dedicated breaks and meet with solution providers that offer innovative services and technologies.

With all our exhibitors, you are sure to meet those that can help fast-track your customer-centric business.

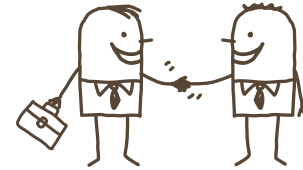
CIRCUS CABARET



A great deal of planning takes place in the run up to America's Customer Festival. We make sure that not only you get the most out of networking and the conference content itself, but also that you have a fantastic experience and have fun throughout the two days. Join your peers for drinks and live entertainment at the Circus Cabaret!



SPONSORSHIP OPPORTUNITIES



Desperately seeking help

Can you help our attendees solve problems like:

- How can I deliver customer experiences that wow?
- How can I retain my existing customer base?
- How can I use data to build revenue?
- How can I build engagement and loyalty using social media?
- How can I use cross channel data to better serve my customers?
- How can I improve my payments process to increase revenue?
- How can CRM and marketing automation benefit my business?
- How can I incorporate mobile into my customer strategy?
- How can I personalize offers and pricing?
- How can I build loyalty while maintaining price?

An amazing marketing opportunity

If you offer the following products and services, then America's Customer Festival offers a creative and year round marketing opportunity for:

- CRM platforms
- Loyalty marketing service companies & loyalty programs
- Business intelligence & analytics solutions
- Payment platforms
- Bricks & clicks integration solutions
- Online & mobile platforms
- Advertising agencies & brand advisors
- Contact centers & help desk solutions
- System integrators & consultants



To find out more about you can get involved call Andre Singer on +1 646 619 1797 or email andre.singer@terrapinn.com



"I like the opportunities to meet with fellow loyalty practitioners in different industries"

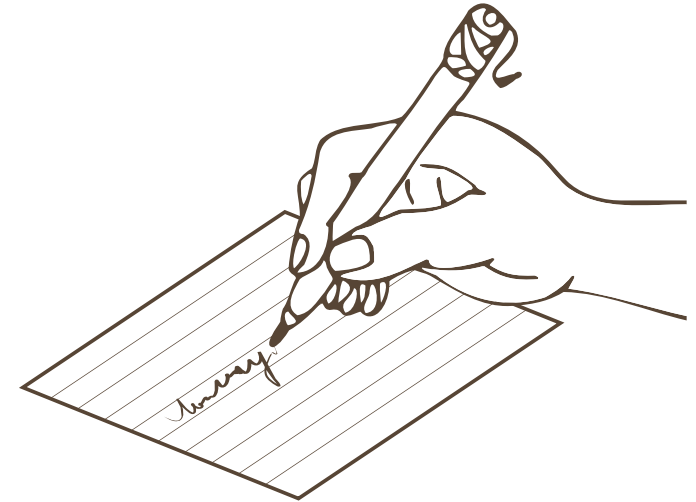
Senior Director, CRM, Estee Lauder

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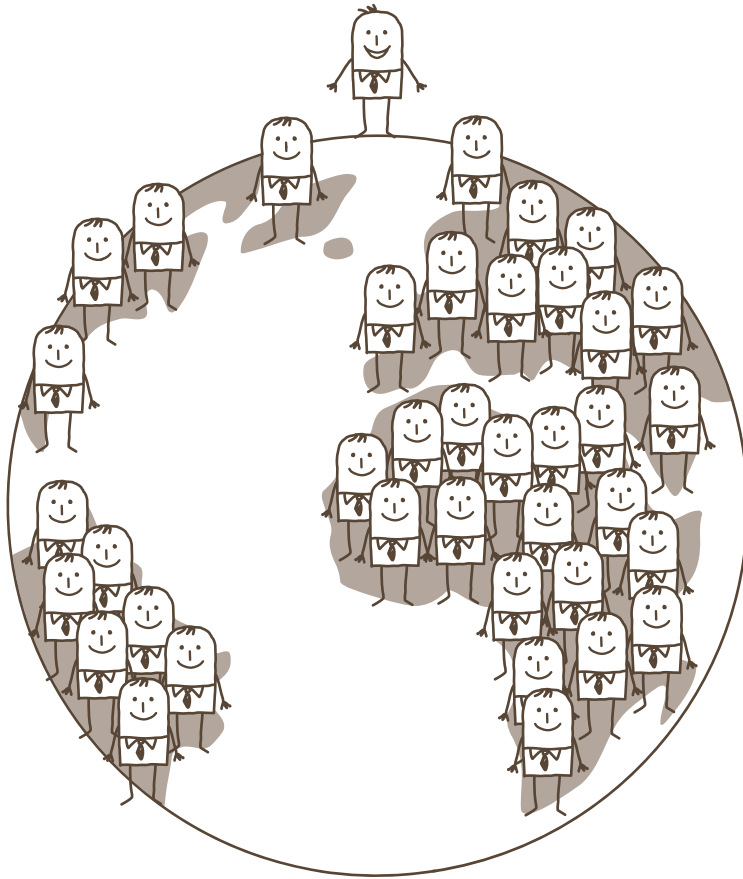
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