

# FOSTER CENTER FOR SALES AND MARKETING STRATEGY

## MANAGING LOYALTY PROGRAMS FOR SUCCESS

September 10th, 2015 5:30 – 9:00pm

5:30-6:45	<b>Networking Reception, Light Meal, and Drinks</b> <i>Burke Museum: 17 Ave NE and NE 45th St., Seattle, WA 98105 (206) 543-5590</i>	Burke Museum Lobby (Park in Lot N5)
7:00-7:15	<b>Introduction</b> Professor and Research Director, Robert W. Palmatier, PhD (Center for Sales and Marketing Strategy) Assistant Professor and Affiliated Faculty, Lena Steinhoff, PhD (Center for Sales and Marketing Strategy) Managing Director Loyalty Marketing & Customer Care, Caroline Boren (Alaska Airlines, Alaska Air Group, Inc.)  <i>PACCAR Hall: 4277 NE Stevens Way, Seattle, WA 98195 (206) 221-5749</i>	PACCAR 390 (walk across the street)
7:15-7:30	<b>The Power of Customer Engagement (Caroline Boren)</b> <ul style="list-style-type: none"><li>• Power of engagement in driving performance</li><li>• Elements of a customer engagement campaign</li></ul>	PACCAR 390
7:30-8:00	<b>Understanding Loyalty Programs</b> <ul style="list-style-type: none"><li>• Relevance of loyalty programs</li><li>• Definition of loyalty programs</li><li>• Effects of loyalty programs on performance</li><li>• Introducing a loyalty program analysis framework</li><li>• Summary</li></ul>	PACCAR 390
8:00-8:45	<b>Engineering Effective Loyalty Programs</b> <ul style="list-style-type: none"><li>• Auditing your current loyalty program</li><li>• Redesigning your loyalty program</li><li>• Testing and implementing your redesigned loyalty program</li><li>• Summary</li></ul>	PACCAR 390
8:45-9:00	<b>Next Steps: Converting Knowledge into Action</b> <ul style="list-style-type: none"><li>• Description of Loyalty Program Special Interest Groups (SIGs)</li><li>• How to join the Loyalty Program Special Interest Group (SIG)</li><li>• Registration instructions</li></ul>	PACCAR 390