



**JUNE 8-10 2011**  
**HYATT REGENCY • CHICAGO, ILLINOIS**

# Agenda

JUNE  
**08**

## Day One

### WEDNESDAY, JUNE 8

11:00am – 5:00pm

**Registration – Grand Registration Desk, East Tower**

11:30am – 1:30pm

**Optional Workshops: Acxiom – Columbus EF, Epsilon – Columbus GH, & Harte-Hanks – Columbus KL See Page 7 for details.**

#### General Session

#### Grand A-D North

2:00pm – 2:15pm

**Welcome – Devon Wylie – CEO, CRMC; Craig Wood – President, Clarity Group; Chuck Chapek – VP CRM, Ann Taylor & CRMC Retail Committee Chairman**

2:15pm – 2:20pm

**First Session Introduction – Jeff Simpson, Senior VP of Marketing Strategy & Customer Insight - Harte-Hanks**

2:20pm – 3:05pm

**Jonathan Salem Baskin - Notes From the Future of Marketing**

*Jonathan Salem Baskin, Global Brand Strategist and Author*

A global brand strategist, author and speaker who has been called “a merry iconoclast,” “lucid and cutting,” “groundbreaking” and “the new bad boy of branding,” Jonathan looks beyond the gimmicks and hype to uncover what really works when communicating with the marketplace. A three-time author, his latest book, *Histories of Social Media*, is shaking up the marketing world with two thousand years’ worth of do’s and don’ts. Jonathan will open CRMC 2011 with honesty and passion about today’s latest marketing trends.

3:05pm – 3:20pm

**Jonathan Salem Baskin Q&A**

3:20pm – 3:50pm

**Sony Electronics – With so many channels – new and traditional – what’s a CRM marketer to do?**

*Jennifer Geddy, Director of CRM – Sony Electronics*

*Michele Fitzpatrick, SVP Strategy and Insights – The Agency Inside Harte-Hanks*

Learn how Sony Electronics is integrating multiple sales and multiple marketing channels to develop new insights and measurably drive incremental sales and revenue, while deepening customer relationships. In this session, Jen and Michele will share their journey toward “Living the Integrated Insight-Driven Multichannel Relationship Marketing Dream,” including guidance on how to deal with (and hopefully avoid) some of the bumps and pitfalls along the way. The secret to Sony’s success: it’s in the data!

3:50pm – 4:05pm

**Sony Electronics Q&A**

4:05pm – 4:35pm

**Chico’s FAS – Chico’s Has Customer Loyalty “In the Bag”**

*Barb Buettin, Director, CRM Enterprise Information Management – Chico’s*  
*Rebecca Nickerson, Manager Campaign Operations – Chico’s*

Chico’s had a treasure trove of untapped data. With a locked and inflexible data model, Chico’s was not able to grow with the business and effectively utilize the multi-decade rich data source. There was a limited



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view of the customer from disparate sources and an archaic toolset. By implementing a flexible solution with quick-turn data integration, Chico's was able to create knowledge and action at a rapid pace. Barb and Rebecca will show that determining how to unleash the power was only half the fun as the Technology and Business partnership was the "icing on the cake"! Key takeaways include: assimilating CRM data and tools in a way that allows for growth and flexibility is critical; holistically understanding our customers through robust analytics enables a one-to-one, channel-agnostic relationship which is paramount to long-term retention; and the Technology and Business partnership is KEY to success – not only for the development of a solution, but for future growth within the business.

4:35pm – 4:50pm

**Chico's FAS Q&A**

5:00pm – 6:30pm


**Welcome Reception – Sponsored by  – Club 151**



## Day Two

### THURSDAY, JUNE 9

7:30am – 8:30am

**Breakfast – Columbus G-L – Sponsored by **

#### General Session

#### Grand A-D North

8:30am – 8:35am

**Second Day First Session Introduction – Rod Ford, President & CEO – CognitiveDATA**

8:35am – 9:15am

**Shaun Smith - BOLD – Creating Dramatically Different Customer Experiences**

*Shaun Smith, Author and Partner – Smith+co*

Shaun Smith is an expert on the strategic advantages of great customer experience management, and he is widely regarded as one of the leading CEM speakers in the world. Over the last 25 years, Shaun has built up a wealth of practical experience with organizations throughout Europe, Asia Pacific and the U.S. Shaun's latest book, *Bold: how to be brave in business and win*, examines 14 brands that are delivering dramatically different customer experiences. He will show the audience how their organizations can achieve brand differentiation and long-term customer loyalty through the customer experience.

9:15am – 9:30am

**Shaun Smith Q&A**

9:30am – 9:50am

**Refreshment Break in the Solution Zone – Sponsored by **

#### Split Session

#### Grand A-D

9:50am – 9:55am

**Session Introduction – Jim Harold, General Manager, Retail & Consumer Markets – Acxiom**

9:55am – 10:25am

**Vera Bradley – On Becoming a Girl's Best Friend**

*Stephanie Scheele, Senior Director Strategic Intelligence – Vera Bradley*  
*Jim Harold, General Manager, Retail & Consumer Markets – Acxiom*

From an idea born in an airport in 1982 to a wildly successful IPO and beyond, Stephanie will share how Vera Bradley leverages a multi-dimensional view of its customers to test, measure and coordinate customer engagement ... while winning their hearts along the way.



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10:25am – 10:40am **Vera Bradley Q&A**

10:40am – 11:10am **Saks Fifth Avenue – Achieving CRM with Affluent Shoppers Through Core Competencies in Five Steps**

*Andrew Pyper, Vice President Credit, Loyalty & Database Marketing – Saks*

At Saks Fifth Avenue, CRM starts with a capital “S,” for service. In no customer segment does service resonate as it does among the affluent, those dedicated shoppers who define value not in points or dollars, but in experience. Recognizing these best shoppers requires a different way of thinking as unparalleled as the service expected.

In this session, Andrew will discuss the five areas where service is uniquely applied at the luxury chain: technology, store environment, communications, consumer data and experiential events. Based on real examples, he will illustrate the creative ways Saks Associates leverage technology to strengthen client bonds, develop experiences that transcend price, and how the strategy of improving customer service helps keep the chain focused in the highly competitive luxury marketplace. The audience will learn about the key merchant services most preferred among the affluent, how to find technology's place in luxury CRM and how data can stitch together a flawless customer experience. Finally, they will hear several floor stories of associates' innovation in winning customers' hearts.

11:10am – 11:25am **Saks Q&A**

11:25am – 11:55am **The North Face – Inside Today's Loyal Consumer – An insider's look at how consumers view loyalty programs and their relationships with brands**

*Patrice Christensen, Manager, Retail Marketing Practice – The North Face*

*David Rosen, Strategy and Business Development – TIBCO Loyalty Lab*

This session will present to the CRMC audience an open and honest view of how consumers rate their current loyalty to two leading global brands, using primary customer research from the last year. Patrice and David will show how key elements of loyalty program designs will influence their future purchases, engagement and advocacy. The session itself will be divided into three discrete sections, including (1) A how-to guide for marketers for designing, executing and analyzing both quantitative and qualitative consumer research about loyalty, including instrument design best practices, pitfalls, sample sizes and sampling techniques, in-person interview strategies, and incentives; (2) A quantitative presentation of actual research data about current behaviors and reactions to core loyalty program elements (e.g., program structures, how to earn, reward usage, value of complementary benefits) and impact of social media on future behavior; (3) A video-based presentation of actual consumer interviews from multiple locations across the country – geared towards highlighting strong regional differences as well as keen insights not found in quantitative research.

11:55am – 12:10pm **The North Face Q&A**



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## **Split Session**

9:50am – 9:55am

9:55am – 10:25am

## **Columbus EF**

**Session Introduction - Zain Raj, President & Chief Operating Officer - Solution Set**

**Hallmark Cards – Behind the Brand – Hallmark’s Journey to use Mobile to Build Stronger Relationships**

*Craig Elbert, Marketing Strategy Manager - Hallmark Cards Inc.*

*Doug Rozen, SVP, Global Lead-Creative, Interactive, Media & Mobile - Carlson Marketing*

The journey to revitalize a 100+ year old brand and its nearly 20 year old loyalty program undoubtedly presents a powerful customer relationship opportunity. The challenge for this and any brand is in building meaningful relationships with their customers by moving from transaction loyalty to a relationship based in interactions. In this session, you will learn about: 1) Hallmark’s revitalization efforts to better connect with their customers; and, 2) the key role mobile will play through mobile segmentation to build bridges, refresh the program and activate the brand like never before.

10:25am – 10:40am

**Hallmark Cards Q&A**

10:40am – 11:10am

**United Airlines – How United Airlines Leverages Brand Equity of Multiple Brands to Increase Customer Loyalty**

*Hollie Bodem, Director – Strategic Partnerships – United’s Mileage Plus Program*

*Lars Holmquist, Vice President – Cartera Commerce*

There’s no question that the airline industry is very competitive, fighting for flyers’ loyalty on a daily basis. One of America’s largest global carriers, operating 3,300 flights a day to more than 230 domestic and international destinations, will discuss partnership marketing strategies to drive increased loyalty and travel spend from post-recession consumers. The company has successful strategies in place to acquire and, most importantly, retain customers, keeping them coming back flight after flight. Hollie and Lars will discuss how you can take partnership marketing to the next level, interweaving new strategies and tactics with older, proven techniques, all while streamlining your marketing resources. Learn from United Airlines how they enhance customer loyalty and increase miles accruals by providing additional ways for their travelers to earn miles. The company’s marketing strategies center around the communication of these benefits to flyers, driving membership to new heights. Attendees will hear firsthand how new strategies are being implemented to further connect with consumers, and how to better retain them . . . ultimately increasing revenues. And, how rewards programs are the foundation of differentiation, offering United Airlines a critical advantage in a very competitive marketplace.

11:10am – 11:25am

**United Airlines Q&A**



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11:25am – 11:55am

## Advance Auto Parts – Taking a Full View of Consumers’ Wallets: The Power of Competitive Data Intelligence

*David Scamehorn, Director, DIY Customer Business Analytics – Advance Auto Parts  
Jonathan Silver, President and CEO – Affinity Solutions*

With the recession retraining customers to be more selective with their dollar, retailers are fighting to hold on to their share of a customer’s wallet. The most successful retailers in this climate will be those who can see what’s driving spend, and then provide the right offer to the right customer at the right time. In this presentation, David and Jonathan will describe the “power of competitive data intelligence” as it pertains to CRM strategy. Specifically, Advance will discuss how it has used its own customer database to gain a 360-degree perspective on what’s going on competitively within their industry. Advance Auto Parts then uses that combined data, coupled with analysis of their competitors’ marketing calendars compared to their own to take action and drive share shift behavior, ultimately increasing incremental sales and profitability.

11:55am – 12:10pm

## Advance Auto Parts Q&A

### END Split Session

12:10pm – 1:10pm

## Luncheon – Columbus G-L – Sponsored by

1:10pm – 2:30pm

## Roundtable Discussions – Grand A-D, Columbus EF & Plaza Ballroom

### General Session

## Grand A-D North

2:30pm – 2:35pm

## Afternoon Session Introduction – Suzy Cox, Managing Director, CPG and Retail Verticals – Carlson Marketing Worldwide

2:35pm – 3:05pm

## Gap Inc. – Building a Loyalty Program by Making Customers Feel Preferred

*Suzy Cirulis, Senior Director, CRM – Gap Inc.*

In this session, Suzy Cirulis, Senior Director of CRM, will showcase how the Gap Inc. brands – Banana Republic, Gap and Old Navy – leverage not only direct-to-customer communication, but also in-store events and exclusive promotions to clearly communicate the value of joining its credit card-based loyalty program ... driving more customers to join each day.

3:05pm – 3:20pm

## Gap Inc. Q&A

3:20pm – 4:20pm

## Refreshment Break in the Solution Zone – Sponsored by

4:20pm – 4:50pm

## Lane Bryant – Too Sexy For TV! Behind the Scenes from the Lane Bryant Lingerie Ad Controversy

*Jay Dunn, Vice President Marketing – Lane Bryant and Founder – SuperGroup*

How social media, PR and traditional media merged to create an advertising sensation.

4:50pm – 5:00pm

## Lane Bryant Q&A

5:00pm – 6:30pm

## Networking Reception – Club 151 – Sponsored by Insight. Passion. Results.



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## Day Three

### FRIDAY, JUNE 10

7:30am – 8:30am

**Breakfast – Columbus G-L – Sponsored by **

**General Session**

**Grand A-D North**

8:30am – 9:35am

**Sarah Lacy - Social Media and the Revenge of Brick and Mortar**

*Sarah Lacy, Senior Editor - TechCrunch*

Learn how new technologies and online social behavior are actually pushing customers *back* to familiar territory: the store.

9:35am – 10:20am

**GameStop – Power to the Players**

*Jenn McMillen, Director of Customer Loyalty – GameStop*

Back by popular demand, Jenn McMillen, Director of Customer Loyalty at GameStop (and the #1 rated speaker from CRMC 2010!), will show the audience how their loyalty program helps prove to their core customers that there is no better way – or place – to experience video gaming.

10:20am – 10:35am

**Refreshment Break, Foyer – Sponsored by **

10:35am – 11:35am

**Macy's, Golfsmith, Sears, and Tommy Bahama Panel: Today's Critical Challenges for CRM Practitioners and Reflections on CRMC 2011**

*Arnold Lewis, Vice President Loyalty & Rewards – Macy's*

*Chris Miller, Director of Strategic Marketing – Golfsmith*

*Kristina Kulik, Director of CRM & Loyalty – Tommy Bahama*

*David Slavick, Director Loyalty/CRM – Sears*

*Phil Rubin, CEO & President - rDialogue*

Join us for this interactive panel discussion featuring senior loyalty and CRM practitioners from a range of retailers as they address critical topics relevant today, including the link between loyalty and relationship marketing, issues related to tender and loyalty, moves towards and away from tender-specific loyalty programs, and new opportunities and threats to the brand/customer relationship from social, mobile and non-traditional propositions. Reflections and takeaways from this year's CRMC will also be discussed in a Q&A format.

11:35am

**Closing Remarks & Giveaway**

11:45am

**Adjourn**



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## Optional Workshops

### **Acxiom Workshop**

#### **Recognizing the “Consumer Loyalist”**

*Scott McClary, Vice President Business Solutions & Partnerships – Acxiom*

Whether seeking to acquire new customers or cultivate deeper relationships with current customers and lapsed loyalty program members, companies must be able to recognize, segment, and engage their highest value prospects and customers – not just in one channel, but across all channels. During this session we will discuss high-value customers as “Consumer Loyalists” and what makes a customer a “Consumer Loyalist” through specific behaviors, demographics and key preferences. Participants will learn how to apply a “Consumer Loyalist” indicator to their own loyalty marketing database to identify the high-value customers worth retaining and how to use the “Consumer Loyalist” indicator to recognize high-value prospects to target for acquisition in order to drive more value from loyalty programs.

### **Epsilon Workshop**

#### **Taking Customer Centricity One Step Further**

*Jean-Yves Sabot, Vice President, Epsilon Targeting*

At the time when marketers are asked to measure ROI on marketing spend, knowing how customers interact with your brand and channels is paramount. Is a lapsed brick-and-mortar buyer currently browsing your website and are you able to capture this information and act on it? Just as understanding current buying behavior with your brand is an imperative, new keys to success mean knowing how customers behave outside of your brand: what influences purchase based on their self-descriptions in surveys, demographics and also purchase behavior when the transactions are not with you? Interested in knowing how to get these insights, make them actionable and find the right type of targets to expose to your marketing and channel mix? Join Epsilon in discovering what is relevant to your customers and how to take this insight one step further to profit from the insight.

### **Harte-Hanks Workshop**

#### **Engagement is the new black. New media. New consumer behaviors. Why don’t traditional relationship marketing and loyalty strategies work as well in the era of the empowered consumer?**

*Michele Fitzpatrick, Senior Vice President, Strategy and Insights – The Agency Inside Harte-Hanks*

*Heather Anding, Vice President of Marketing Strategy & Customer Insight – Harte-Hanks*

In this session participants will gain insights into the effect of new media on consumer behavior and what marketers can do about it. Participants will also learn ways to transform loyalty marketing programs into more surgical loyalty engagement strategies that drive incremental sales and ROI. The session will include case study examples of who’s doing it right and who isn’t! Are you on the “naughty” list? Come to the session to find out!