

DAY ONE • MONDAY, JUNE 1

9:15am **Workshops – Trevino/Sutton/ Nelson Rooms**
Hightouch: Live Workshop: Build Your Next Lifecycle Campaign with AI Agents
Badge: Apple and Google Wallets: Your Untapped Loyalty Channel
Bond: Not-So-Quiet Quitting Loyalty: LTV Lies & Invisible Indicators of Shifting Share

10:45am **Workshops – Trevino/Sutton/ Nelson Rooms**
Optimove: Stop Your AI Agents from Flying Blind with Positionless Marketing
Phaedon: Humanizing Loyalty in an AI-Driven World
SheerID: Beyond the Playbook: Building a Responsive Strategy for the Value-Conscious Era

12:00pm **Brand Marketer Lunch Mixer** – Library Lounge & Terrace

General Session – Ryder Cup Ballroom D/E

1:00pm **Welcome Remarks** – Craig Wood, CRMC Host
 1:10pm **Advisory Board Chair Insights** – Ashley Travis, Pizza Hut
 1:20pm **Keynote Paul Epstein:** Winning Customers—Attracting and Retaining Fans for Life
 2:15pm **Welcome to the Omni PGA Resort & Spa** – Lindsey Eichten, Omni Hotels & Resorts
 2:25pm **At Home:** Burning Down the House—Rebuilding Loyalty as a Relationship, Not a Program

3:00pm **Refreshment Break / Sponsor 1:1 Meetups / Peer Discussions**
 Hosted by Kobie

4:20pm **Cinemark:** Subscription Loyalty Best Practices—Reaching the Gold Standard

4:50pm **Fullspan Health:** From Answers to Action—Activating the Consumer Journey with AI

5:20pm **Welcome Reception** – Ryder Cup Foyer • Hosted by Hightouch

7:00pm **Brand Marketer CRMC Kickoff Dinner** – Panther Creek Pavilion
 Hosted by: Optimove, Hightouch, Phaedon, SheerID, Speedeon, Insider One, ITA Group & Imagine Experience

8:30pm **Evening Networking & Entertainment** – Panther Creek Pavilion

DAY TWO • TUESDAY, JUNE 2

7:15am **Breakfast** – Ryder Cup Ballroom F & Patio • Hosted by Optimove

General Session – Ryder Cup Ballroom D/E

8:15am **Keynote Kaihan Krippendorf:** Be The Disruptor
Michaels: One Purpose, Two Countries: How Michaels Rebuilt Loyalty to Reward Its Most Dedicated Creators Across North America

9:50am **Refreshment Break / Sponsor 1:1 Meetups / Peer Discussions**
 Hosted by Kobie

11:10am **Diamond Sponsor Optimove:** The State of the Industry

11:25am **MyHeritage:** How MyHeritage Drives Engagement at Scale Through Personalized Video

Concurrent Session I

11:55am **Ann Taylor | LOFT:** Loyalty You Can Feel—and Wear: How Premium Brands Activate Emotional Connection
7-Eleven: Messaging your Customers on the Channels They Love Most
ThredUp: Defining a New Era of Lifecycle Marketing with Agentic AI

Concurrent Session II

12:40pm **Torrid:** Finding the Perfect Fit—How Torrid Uses Data to Tailor Customer Loyalty Experiences
Disney: When Data Meets Magic—How Disney Reimagined CRM to Build Fandom and Long-Term Value
Hibbett: Driving Loyalty Through Data—How Hibbett Builds Personalized Customer Journeys to Maximize Growth

1:15pm **Luncheon** – Ryder Cup Ballroom F • Hosted by Comarch
Lunch Table Topics – Trevino/Sutton/ Nelson Rooms
Benji: Loyalty Partnerships: The Highest-ROI Growth Channel in Loyalty
The Wise Marketer: The 90-Day Cliff: What Program Operators and Designers Owe Each Other After Enrollment
Transunion: AI Glow-Up, Data Déjà Vu

Concurrent Session III

2:15pm **Chipotle / Nothing Bundt Cakes:** From First Visit to Loyal Fan—How Strategic Tech Partnerships Power the Full Customer Journey
Hudson Group: The Fundamentals of Brand Repositioning
Staples: Moving Beyond Mass Discounting: Driving Profit with Offer Agents

Concurrent Session IV

2:55pm **T-Mobile:** Loyalty Disruption and the Rise of the Un-Carrier Membership
Grand Ole Opry: Leveraging the Centennial Celebration to Drive Database Growth Through Engagement and Conversion
Suncor: Removing Friction from Fuel Loyalty—A Digital Product Approach to Modern Engagement

3:30pm **Refreshment Break / Sponsor 1:1 Meetups / Peer Discussions**
 Hosted by Kobie

Concurrent Session V

4:45pm **Patagonia:** Human Lifecycle Marketing
Live Nation: Redefining Fan Engagement—How Live Nation VIP Uses Dynamic Video to Drive New Horizons in Loyalty
Gap Inc.: Loyalty's New Operating System—How Encore was Built to Move at the Speed of Culture

5:30pm **Networking Reception** – Hosted by Zeta • Ryder Cup Foyer

7:00pm **Brand Marketer Dinner & Golf Hitting Bays** – Ice House
Hosted by: Airship, Comarch, Hightouch, Phaedon, LS Direct & Vibes

DAY THREE • WEDNESDAY, JUNE 3

7:15am **Advisory Board Breakfast Meeting** – Palmer Room C

7:30am **Breakfast** – Ryder Cup Ballroom F & Patio • Hosted by Optimove

7:30am **1:1 Meetups / Peer Discussions**

General Session – Ryder Cup Ballroom D/E

8:45am **Keynote David Avrin:** Ridiculously Easy to Do Business With™ Serving a New Generation of Retail Customer Wants, Needs, and Expectations
 9:35am **Lowe's:** Solving Problems, Fulfilling Dreams—How Lowe's Drives Customers to Their Next Horizon
 10:05am **Closing Statements & Prize Giveaway**
 10:35am **Adjourn**