


**WEDNESDAY, MAY 6, 2009**
**Wine Tasting Reception and Meet the Experts 5:30 – 7:00 pm**

*Relax, enjoy some wine from Chateau Montelena, network with your peers, meet the Loyalty Thought Leaders, and discuss hot topics in Loyalty research, including goal setting, youth marketing, linkage, and more.*

**Day 1: THURSDAY MAY 7, 2009**

7:45 – 8:15	Check In & Continental Breakfast
8:15 – 8:30	<b>WELCOME &amp; AGENDA REVIEW</b> <b>Jim Heisler</b> , President, Harris Interactive Loyalty
8:30 – 9:30	<b>OPENING KEYNOTE</b> <i>Building Customer Trust</i> <b>Jill Griffin</b> , Griffin Group
9:30 – 10:40	<b>GROUP DISCUSSION</b> <i>Loyalty in Action</i> Moderated by <b>Bruce Peters</b> , CEO, CAB-HQ
10:40 – 11:00	<b>Break</b>
11:00 – 11:45	<b>CASE STUDY PRESENTATION</b> <i>Partnering with Internal Business Clients: Lessons from the Front</i> <b>Pete Jacques</b> , Director, Market Research, MassMutual
11:45 – 12:30	<b>THOUGHT LEADERSHIP</b> <i>Proving the Value of Stakeholder Research in a Time of Economic Challenge</i> <b>Howard Lax</b> , Senior Vice President, Senior Consultant, Harris Interactive Loyalty
12:30 – 1:30	<b>Lunch</b>
1:30 – 2:15	<b>CASE STUDY PRESENTATION</b> <i>Service TouchPoint Management: Engineer Customer Experience to Win with Customers and Executives</i> <b>Krista Sheridan</b> , Small Business Marketing, TELUS
2:15 – 3:00	<b>CASE STUDY PRESENTATION</b> <i>Worldwide Employee Ambassadorship Program: From Research to Implementation</i> <b>Brad Luckhaupt</b> , Director, Customer Programs, NCR
3:00 – 3:20	<b>Break</b>
3:20 – 4:50	<b>TEAM EXERCISE</b> <i>Employee and Customer Behavior Linkage</i> Led by <b>Michael Lowenstein</b> , SVP, Senior Consultant, & <b>David Smallen</b> , SVP, Senior Methodologist, Harris Interactive Loyalty
4:50 – 5:00	<b>CLOSING REMARKS</b> <b>Jim Heisler</b> , President, Harris Interactive Loyalty
6:00 – 8:00	<b>Cocktail Reception at Silverado</b>

**Day 2: FRIDAY MAY 8, 2009**

7:45 – 8:25	Continental Breakfast
8:25 – 8:30	<b>AGENDA REVIEW</b> <b>Jim Heisler</b> , President, Harris Interactive Loyalty
8:30 – 9:15	<b>CASE STUDY PRESENTATION</b> <b>Art Oleszczuk</b> , Senior Manager, Dealer Research AutoTrader.com
9:15 – 10:00	<b>CASE STUDY PRESENTATION</b> <i>Data to Action: Making Think Customer a Reality</i> <b>Doug Morris</b> , Leader, Global Loyalty Program, Emerson
10:00 – 10:20	<b>Break</b>
10:20 – 11:05	<b>CASE STUDY PRESENTATION</b> <i>Applying Research to Customer Lifecycle Marketing Decisions</i> <b>Stuart Roesel</b> , Director, Churn Management & Customer Retention, EarthLink
11:05 – 12:30	<b>TEAM EXERCISE</b> <i>Effective Customer Lifecycle Management</i> Led by <b>Michael Lowenstein</b> , SVP, Senior Consultant, & <b>Joan Fredericks</b> , SVP, Director of Advanced Methodology, Harris Interactive Loyalty
12:30 – 1:30	<b>Lunch</b>
1:30 – 2:30	<b>GROUP DISCUSSION</b> <i>Wrap Up: Loyalty in Action</i> Moderated by <b>Bruce Peters</b> , CEO, CAB-HQ
2:30 – 3:30	<b>CLOSING KEYNOTE</b> <b>Elizabeth Roche</b> , Senior Leader, Consulting and Integration Practice, Hewlett-Packard Co-founder, Customers Incorporated CustomerThink.com Advisor
3:30 – 3:45	<b>WRAP UP AND CLOSING REMARKS</b> <b>Jim Heisler</b> , President, Harris Interactive Loyalty