

## **ENGAGEMENT EXPO 2010 TO EXPLORE HOW ENGAGEMENT STRENGTHENS CUSTOMER, EMPLOYEE RELATIONSHIPS**

*Loyalty 360 – The Marketer's Loyalty Association Bringing Together Leading Experts to Explore How Social Marketing, Emerging Media Help Companies Turn Loyalty Into Trust, Engagement*

Cincinnati, OH (December 10, 2009). Loyalty 360 – The Loyalty Marketer's Association announces **Engagement Expo 2010**, a one-of-a-kind opportunity for leaders from companies worldwide to gain a better understanding of engagement and loyalty. "As the recession has driven customer and employee engagement to alarmingly low levels, companies that understand how to build engagement will have a distinct competitive advantage when the economy starts to rebound," says Mark Jonson, CEO of Loyalty 360. "Engagement Expo 2010 is bringing together a slate of best-in-class speakers and partners to arm attendees with the insights, education, and proven tools they need to engender the loyalty of their customers and employees."

Engagement Expo 2010 (<http://www.engagementexpo.com>), to be held February 8-10 at the Fairmont Hotel in Chicago, IL, is an open forum to discuss today's challenges and their solutions. Often used interchangeably, "engagement" and "loyalty" are two quite different yet often complimentary concepts. Companies can have "loyal" employees, but not necessarily an engaged, motivated workforce; they can have "loyal" consumers, but not necessarily engaged brand ambassadors.

The sessions will drill down to provide attendees with a better understanding of engagement, how it's achieved, and how to use it to develop stronger relationships and increase true loyalty and brand/employee participation. Key areas of focus will include:

- Insight into what engagement means and how to manage that across the multi-cultural and multi-faceted employee and client constituencies.
- Social networking and how to leverage this in your marketing communication strategies to create more engaged participants. Tools such as best practices, processes and analytics will give you much more granular insight.
- Cross over of emerging (wireless, mobile) and traditional medium to make the most of your engagement/marketing strategies.

Lee Cockerell, former Executive Vice President of Walt Disney World, will present the Engagement Expo 2010 Keynote: *"Creating the Magic: How Great Leaders Earn Loyalty and Drive Engagement"*. Other sessions will include:

- *Applying Behavioral Economics*: John Flemming, Principal and Chief Scientist – Customer Engagement and Human Sigma, Gallup Organization
- *Contemporary Engagement Measurement: Using Engagement to Measure Cross-Media Marketing*: Robert Passikoff, Founder and President – Brandkeys; Jim Harris, Chief Executive Officer – Wall Street Journal
- *Corporate Social Responsibility: Doing Good Engages Employees and Customers – and Drives the Bottom Line*: Athena Golianis, Owner and Founder – AGW Idea Group, Inc; Barbara C. Van Someren, Vice President Marketing – Beltone Corporation; Kim Marotta, Vice President Corporate Social Responsibility – MillerCoors, LLC
- *Engagement is a Science and an Art*: Ivan Frank, Chief Marketing Officer – ePrize

- *How to Tell When the Customer “Is Just Not That Into You”*: Developing a Platform for Optimizing Your Engagement Strategy: Shiv Gupta, Director of Customer Insights – Farmers Insurance
- *The Role of Social Media and Its Impact on Customer Engagement*: Connie Hill, Founder and President – TFC, Inc; Dr. John Todor, Managing Partner – The Whetstone Edge

For more registration and additional information, please visit

<http://www.engagementexpo.com>.

Loyalty 360 – The Loyalty Marketer’s Association ([www.loyalty360.org](http://www.loyalty360.org)) is the only organization that addresses the full spectrum of both customer and employee loyalty issues. An unbiased, market driven clearinghouse and think-tank for loyalty and engagement opportunities, insights, and responses, Loyalty 360 is the source business leaders trust for industry metrics, market driven research, actionable case studies, and networking opportunities.

Loyalty 360’s third annual Loyalty Expo 2010 will be held June 6-8, 2010 at the Omni Champions Gate in Orlando, FL. Driven by the “voice of the customer”, Loyalty Expo offers a unique forum for attendees to gain best-practice vision and resources aimed at helping them maximize their customer, employee, channel partner, and client relationships.