



BRAND MEMBER COMMITTEES

OUR MISSION

Loyalty360, the association for customer loyalty, brings together professionals focused on all facets of the customer journey from initial engagement, personalized experiences through to brand loyalty. The association enhances their respective program efforts and facilitates a deeper understanding of the customer via actionable best practices from peers on the front-line who share a unique passion for and intellectual appetite around customer, channel, and brand loyalty.

Through the Loyalty360 member-only initiatives, programs, and community driven insights, professionals in the customer loyalty community will find invaluable resources and networking opportunities aimed to help them and their peers across a variety of industries by a community of thought leaders, brands, and supplier partners that will assist them in addressing pertinent challenges, and making their programs and processes more effective and deepening their expertise.

LOYALTY360 IS...



MEMBERSHIP



CONTINUING
EDUCATION



PEER TO PEER
NETWORKING



CONFERENCES



RESEARCH



INDUSTRY
REPORTS



EXCLUSIVE
CONTENT



RESOURCES



COMMITTEES



PARTNERSHIPS



VIRTUAL
EVENTS

LOYALTY360 COMMITTEES

Loyalty360 committees allow members to actively engage in a trusted, peer-focused community. Brands can voice, in confidence, challenges and opportunities within their respective customer loyalty efforts, and via the community, derive insight needed to make their programs more effective, deepen their industry knowledge, and their jobs more rewarding.

These committees meet regularly to exchange ideas and address current and future trends affecting customer loyalty. Together, members navigate the uncertainty now inherent with growing complexity in technology, strategy, and regulations. The community and industry thus work in unison to elevate their brand performance and their program performance.

CURRENT COMMITTEE MEMBERS INCLUDE...



ABOUT THE COMMITTEES

- ✓ Committee groups meet quarterly for 1-hour conference calls and gather twice each year in-person at Loyalty360 conferences in the spring (Loyalty Expo) and fall (Customer Experience Expo).
- ✓ Each committee has determined its own goals, which reflect the objectives of the community, driven by and for its members. The community uses these goals to drive an expressed set of tasks (ongoing and new) that members collectively work to address with the objective of driving value to the individual members.
- ✓ Committee participation is a benefit included with Loyalty360 membership.
- ✓ Additional Time depending on project/agenda status is needed periodically to achieve agenda/tasks the requisite committee may be focused on.

MORE ABOUT THE COMMITTEES

- ✓ Each committee is led by up to two Chairs who are respected, senior-level Loyalty360 community members and customer loyalty thought leaders who are appointed for a term of one year.
 - ✓ Loyalty360 will be reaching out in Q1 for 2021 Chair nominations.
- ✓ The Chairs drive the focus of committee goals and completion of their respective tasks and interact with other Loyalty360 committee Chairs to coordinate applicable areas of interest, challenges, and opportunities being pursued by each committee. Together, they navigate the coordination of goals, tasks, and interactions between the committees.
- ✓ Each committee currently has around 10 brand members, and we will be adding several interested brands as we relaunch to get to 12-15 members.
- ✓ Due to the downtime with Covid, Loyalty360 will reconfirm participation in the respective committees for 2021

COMMITTEE COMMUNICATIONS

- ✓ Each committee group will have a dedicated discussion channel in Brand Panel, which will include group updates, meeting agenda, and will serve as a general group discussion for members of each individual committee
- ✓ Loyalty360 will invite brand members to the private group discussions within Brand Panel
- ✓ All Loyalty360 brand members have access to [Brand Panel](#). To make a new account, visit [BrandPanel.com](#) and click on “Sign Up” in the top right corner. You will receive an email to confirm your account. Once Loyalty360 approves your access, you will be able to access any public discussions and access invite-only member chats.

The screenshot displays the Brand Panel interface. At the top, there are navigation links: Dashboard, Discussion Forum, Loyalty360.org, and Chat. The main content area shows a channel titled "Loyalty Fraud/Gaming - Small Sided Meeting Follow Up" with a description: "This channel's purpose is: Continuing the conversation for our small-sided meeting on 12/10 focused on loyalty program fraud, gaming, and metrics." Below this, the channel name is repeated, followed by a description: "This is the start of the Loyalty Fraud/Gaming - Small Sided Meeting Follow Up channel, created by Carly Stemmer on December 11, 2020. Any member can join and read this channel's content." There are two yellow arrows: one pointing to the "Chat" link in the top navigation bar, and another pointing to the "PRIVATE CHANNELS" section in the left sidebar. The channel's activity feed shows several messages: a system message at 1:48 PM stating "You joined the channel. @Mark Johnson added to the channel by you."; a message from Carly Stemmer at 4:55 PM thanking members and providing a link to an on-demand recording; a system message at 4:57 PM stating "@Carly Stemmer and 2 others were added to the channel by @Mark Johnson. @Mark Johnson added to the channel by you."; a pinned message from Carly Stemmer at 8:09 PM providing a link to a recording for last Thursday's session; and a system message at 9:57 AM stating "@stehanie stein joined the channel." The bottom of the screen shows a text input field for writing to the channel.

THE COMMITTEES
ARE...

THE COMMITTEES

1. RESEARCH, BENCHMARKS, STANDARDS, AND
**HR/TRAINING
2. TECHNOLOGY AND TRENDS
3. MEMBERSHIP, PARTNERSHIP, AND
COMMUNITY
4. CONFERENCES AND VIRTUAL EVENTS

**NEW FOR 2021

RESEARCH,
BENCHMARKS,
STANDARDS, AND
HR/TRAINING

RESEARCH, BENCHMARKS, STANDARDS, AND HR/TRAINING

- ✓ **Objective:** determine relevant and needed research topics, data points, benchmarks, and standards for the customer loyalty industry.

Committee Goals:

- ✓ Determine and aggregate KPIs from members and industry to benchmark against;
- ✓ Understand evolving program, technology, and best practice as well as temporal challenges (such as COVID) that are driving opportunities for proactive research efforts within the community;
- ✓ Opportunity-driven research initiatives that will proactively define peer-based industry terminology, benchmark reports, and standards.
- ✓ Added for 2021 this group will add HR/Training processes and protocols and could possibly be split out later in 2021 as its own group if there is significant interest.

✓ Current Agenda/Tasks (as of December 2020):

- ✓ Industry Pricing Study
- ✓ 2021 Loyalty Landscape
- ✓ KPI Industry Paper (Spring 2021)
- ✓ Feedback on Onboarding Survey and Technology Assessment

TECHNOLOGY AND TRENDS

TECHNOLOGY AND TRENDS

- ✓ **Objective:** provide a member-driven forum for feedback on potential solution providers, objective technology assessments currently used or being considered by peers, understand trends inter/intra industry, and promote insight for those running programs to elevate their offerings.

Committee Goals:

- ✓ Gauge interest in and facilitate a community-led exchange meant to understand new technologies that members are utilizing or may be looking to integrate into their customer loyalty offerings
 - ✓ Provide a forum for members to ascertain an objective understanding of the latest trends in technology for customer loyalty via other members and Loyalty360's (industry and analyst reports)

Current Agenda/Tasks (as of December 2020):

- ✓ 2021 Loyalty Landscape
 - ✓ List of New Technologies Brands are Considering/Implementing
 - ✓ Feedback on Technology Today Report
 - ✓ Feedback on Onboarding Survey and Technology Assessment

MEMBERSHIP, PARTNERSHIP AND COMMUNITY

MEMBERSHIP, PARTNERSHIP AND COMMUNITY

- ✓ **Objective:** allow advocates to enhance member value, suggest opportunities for community improvement, and discuss potential partnerships and growth opportunities within the community

Committee Goals

- ✓ Build community partnership processes for brand-to-brand engagement opportunities, find potential partnership opportunities for members, and facilitate various member meetings and introductions.
- ✓ This member-driven committee will elevate the value for the community from a diverse industry perspective, inclusive of other trade/marketing association features/processes that could be leveraged.

Current Agenda/Tasks (as of December 2020):

- ✓ Redesign/Needs for Brand Panel
- ✓ Summary of Other Marketing/Trade Association Initiatives to Be Considered
- ✓ Develop a Partnership Facilitation Process

CONFERENCES & VIRTUAL EVENTS

CONFERENCES & VIRTUAL EVENTS

- ✓ **Objective:** play an integral role in planning topics, recommending and vetting speakers, suggesting enhancements for Loyalty360 conferences and virtual events.

Committee Goals

- ✓ Committee member will ensure that Loyalty360 events have insightful speakers on relevant topics to bring the most value to members and attendees of conferences and virtual events.
 - ✓ Elevate the benefits and value of Loyalty360 events for members and attendees with recommendations for event structure, events, Loyalty360 Awards, and learning and networking opportunities.

Current Agenda/Tasks (as of December 2020):

- ✓ Suggest topics and potential speakers 2021 Loyalty Expo
- ✓ Unique Networking Opportunities from Past of Upcoming Conferences

CHOOSE YOUR
COMMITTEE!

2021 COMMITTEE MEETING DATES

Initial Committee Kick-off Webinar – January 13th , 11:00-12:00 – All Committees

2021 Q1 Meeting: Week of January 18, 2021

- January 19: 2:00 PM EST: Conference & Virtual Events Committee
- January 19: 3:00 PM EST: Research, Benchmarks, Standards, and HR/Training
 - January 20: 2:00 PM EST: Technology and Trends
- January 20: 3:00 PM EST: Membership, Partnership, and Community

2021 Q3 Meeting: Week of August 23, 2021

- August 24: 2:00 PM EST: Conference & Virtual Events Committee
- August 24: 3:00 PM EST: Research, Benchmarks, Standards, and HR/Training
 - August 26: 2:00 PM EST: Technology and Trends
- August 26: 3:00 PM EST: Membership, Partnership, and Community

2021 Q4 Meeting: Week of November 15, 2021

- April 20: 2:00 PM EST: Conference & Virtual Events Committee
 - April 20: 3:00 PM EST: Research, Benchmarks, Standards, and HR/Training
 - April 22: 2:00 PM EST: Technology and Trends
 - April 22: 3:00 PM EST: Membership, Partnership, and Community
- November 16: 2:00 PM EST: Conference & Virtual Events Committee
 - November 16: 3:00 PM EST: Research, Benchmarks, Standards, and HR/Training
 - November 18: 2:00 PM EST: Technology and Trends
 - November 18: 3:00 PM EST: Membership, Partnership, and Community

Fall 2021 Loyalty Expo On-Site Meetings – TBD – All Committees