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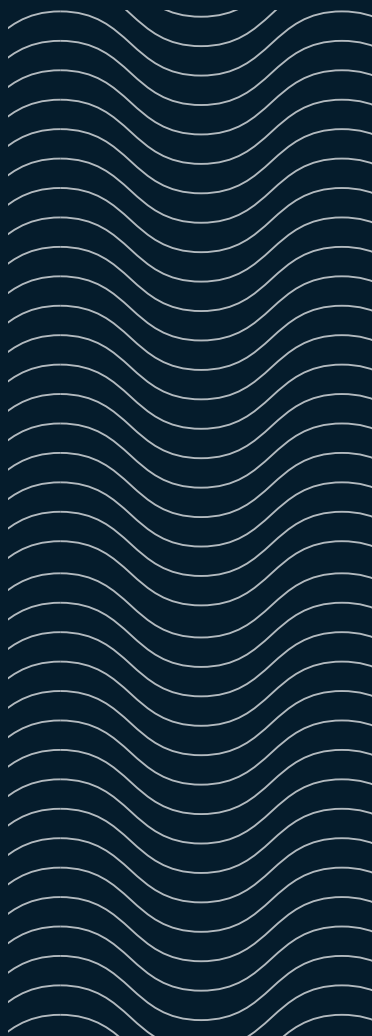


THANKS FOR JOINING US!



APRIL 22-24, 2024

**The JW Marriott Resort
Clearwater Beach, FL**



ONPOINT
Kobie♥

IT'S SO NICE TO SEE YOU!

Welcome to OnPoint

Once you are all settled in, please head up to **The Deep End Rooftop Restaurant** for a welcome reception at 6:00pm. It will be the perfect chance to catch up with familiar faces and make new connections.



2024

Welcome to Kobie's 2024 OnPoint Loyalty Conference! We are thrilled to have you here for our favorite event of the year.

At OnPoint, our mission is all about sparking meaningful dialogue, sharing industry trends, and creating impactful relationships that go beyond industry boundaries. There's nothing quite like the power of face-to-face interactions, especially among our most valued partners and friends. So, make sure you take full advantage of this conference and the stunning location it's in.


Throughout the event, prepare for some thought-provoking sessions and networking opportunities with Fortune 500 brands. You'll be inspired by success stories, gain actionable insights, and enjoy tasty beachside dining experiences as we gather to celebrate loyalty and client perspectives.

For all the nitty-gritty details and updates during the event, make sure to check out our comprehensive agenda with session descriptions and onsite information. If you have any questions or need assistance, don't hesitate to reach out to your dedicated Kobie Concierge, Ishani Hewage, at 646.941.9381.

Cheers to an amazing time and thank you for being a part of Kobie's 2024 OnPoint Loyalty Conference!

**SINCERELY,
THE KOBIE ONPOINT TEAM**

AGENDA MONDAY APRIL 22	Welcome Reception	4:00pm	Hotel Check-in
		6:00pm	Welcome Reception The Deep End Restaurant and Pool Deck – 11th Floor



AGENDA / TUESDAY / APRIL 23

Day 1

7:00AM - 7:45AM / SUNRISE YOGA / JW LAWN, LEVEL 1

Get your day started with a refreshing beachfront yoga class

8:00AM - 9:00AM / BREAKFAST / PALLAVI FOYER – 8TH FLOOR

9:00am – 9:30am Pallavi Ballroom	OPENING “Let’s Get It Started” Welcome to OnPoint	Marti Beller President
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9:30am – 10:15am Pallavi Ballroom	SESSION “What A Girl Wants, What A Girl Needs” Findings from Kobie’s 2024 Research Study	Dr. JR Sluboswki, PhD AVP, Strategic Consulting
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10:15AM - 10:30AM / BREAK

10:30am - 11:15am Pallavi Ballroom	FEATURED SPEAKER “Tell Me Lies, Tell Me Sweet Little Lies” DE&I is Dead (and Other Lies We Tell Ourselves)	Ace Callwood Mediator, Catalyst, Non-DE&I-Guy
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11:15am - 12:00pm Kiran Ballroom	INTERACTIVE SESSION “Call Me Maybe” Speed Networking – OnPoint Edition	
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12:00PM - 1:00PM / LUNCH / PALLAVI FOYER

1:00pm – 1:35pm Pallavi Ballroom	SESSION “I Like Big [Data] & I Cannot Lie” Zero-Waste-Data: Why an Enterprise-Wide Data Strategy is THE Way to Win	Rachel Bicking EVP, Innovation
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1:35pm – 2:10pm
Pallavi Ballroom

SESSION
“It’s My Party and I’ll Collect Zero-Party-Data if I Want To!”
Determining Personalization Through Every Interaction

Laura Miller
SVP, Strategic Consulting

2:10PM - 2:30PM / BREAK

2:30pm – 3:15pm
Pallavi Ballroom

CLIENT PANEL
“What Doesn’t Kill You Makes You Stronger”
A Transparent Conversation: Challenges & Opportunities for Loyalty Brands Today

Tilsim Friedman
USAA

Dave Moon
FCB

Max Everett
Enterprise Mobility

Yvonne Anyon
London Drugs

3:15pm - 3:50pm
Pallavi Ballroom

SESSION
“I Need A Hero”
Why Human Expertise Remains Critical With the Rise of AI

Steve Flaming
VP, Data & Analytics

3:50pm - 4:15pm
Pallavi Ballroom

WRAP-UP AND Q&A
“I Had The Time Of My Life”

4:15PM / ADJOURN

**6:00PM / OFF THE
CLOCK FUN**
DRINKS AND DINNER ON
THE JW LAWN



AGENDA / WEDNESDAY / APRIL 24

Day 2

7:00AM - 7:45AM / FUN RUN / JW LAWN, LEVEL 1

Get your brain juices flowing with a light jog/walk along the beach.

8:00AM - 9:00AM / BREAKFAST / PALLAVI FOYER – 8TH FLOOR

9:00am - 9:10am
Pallavi Ballroom

OPENING
“Get This Party Started”
Day Two Opening Remarks

Bram Hechtkopf
Chief Executive Officer

9:10am - 9:50am
Pallavi Ballroom

SESSION
“Come On, Take the Money and Run”
Mastering Loyalty Health Monitoring for
Continuous Program Elevation

Chris Barnett
VP, Strategic Services

Christine Strowbridge
AVP, Client Services

9:50am - 10:30am
Pallavi Ballroom

SESSION
“The Rest Is Still Unwritten”
Future Focused: Preserving Enterprise Value
in a Highly Dynamic Marketplace

Katie Cassidy
AVP, Strategic Services

10:30AM - 10:50AM / BREAK

10:50am - 11:30am
Pallavi Ballroom

INTERACTIVE SESSION
“Always Something There To Remind You”
The Aha! Moments: The Biggest Takeaways
and Learnings From OnPoint

11:30am - 11:50am
Pallavi Ballroom

SESSION
“TBD”
Special Performance with Bram and Marti

Bram Hechtkopf
Chief Executive Officer

Marti Beller
President

11:50am - 12:10pm
Pallavi Ballroom

CLOSING
“Bye Bye Bye”

12:10PM / LUNCH & CONFERENCE FAREWELLS / JW LAWN LEVEL 1



AND THAT'S
A WRAP!





2024 Featured Speaker:

Ace Callwood

We are honored to welcome Ace Callwood, a renowned expert in facilitation, mediation, and collaborative problem-solving, as our featured speaker at OnPoint 2024!

Ace brings a unique perspective, combining his experience as a tech entrepreneur with his expertise in mediation. He understands the challenges and opportunities that arise at the intersection of technology and human interaction.

In his session, Ace will explore how to build trust, navigate conflict effectively, and leverage diverse perspectives to drive innovation in today's complex world. Any one of these topics could be a week-long workshop – Ace will give you some tangible pieces to take back to your respective teams in your short time together. He'll also explore the power of diversity, showing you how to leverage different perspectives to fuel innovation and even disrupt your organization in positive ways.

We're thrilled to have Ace join us, and to offer OnPoint attendees the opportunity to hear from a thought leader who is helping organizations around the globe unlock their full potential.

Conference Activities



Tuesday, April 23 - Yoga Class

Get your day started with a refreshing beachfront yoga class. Meet at the JW Lawn & Beach at 7:00 AM.



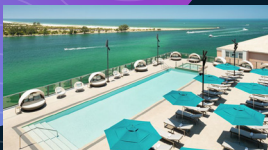
Wednesday, April 24 - Fun Run

Get your brain juices flowing with a light jog/walk along the beach. Meet at the JW Lawn & Beach at 7:00 AM.

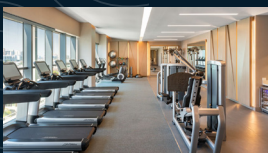


Activities Beyond OnPoint

Have you extended your stay beyond OnPoint? Take advantage of all that the JW Marriott and Clearwater Beach have to offer.



Poolside Relaxation: Lounge chairs and umbrellas are included.



Beachfront Lounging: Daily access to 2 beach chairs and 1 umbrella.



Jolley Trolley: Take a ride to other parts of the beach or tour the area (small fee).

Bike Rentals: Free bike rentals for up to 2 people for 4 hours.

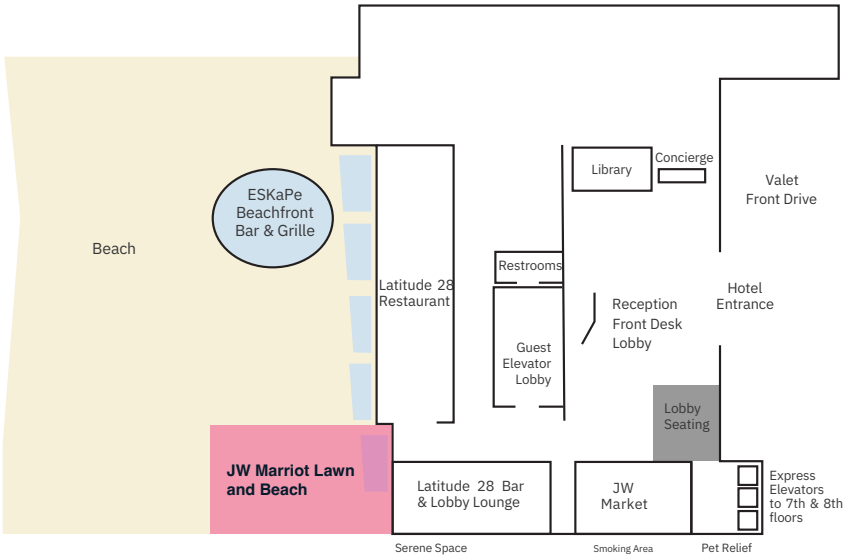
Looking for activities beyond the beach? The JW Concierge can help you book off site activities (cruises, fishing, etc.)

IN CASE YOU NEED HELP GETTING
AROUND, ONPOINT LOCATIONS ARE
MAPPED IN PINK!

JW Marriott Maps

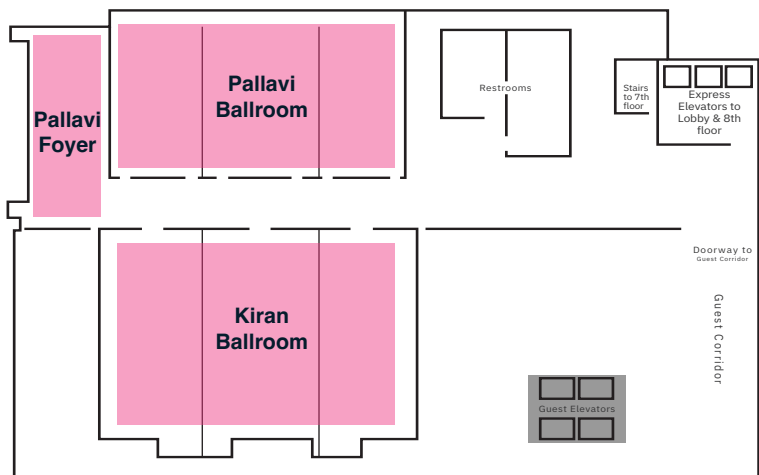
Level 1

Wellness Activities, Tuesday Dinner, & Wednesday Lunch



Level 8

Conference Sessions & Breakfasts



Level 11

Monday Welcome Reception

