

TIMES



EMPLOYEE ENGAGEMENT



MEETING & INCENTIVE TRAVEL STRATEGIES



CUSTOMER LOYALTY



MOTIVATING SALES & CHANNEL PARTNERS



PROMOTIONAL CONSULTANTS

TUESDAY - SEPTEMBER 29

8:30 AM - 9:45 AM	TMK01 - MORNING KEYNOTE: FINDING HIDDEN GOLD IN YOUR ORGANIZATION: RIDING OUT THE RECESSION BY MINING THE TALENT OF YOUR PEOPLE, PRESENTED BY FORUM FOR PEOPLE PERFORMANCE MANAGEMENT & MEASUREMENT, S105											
9:00 AM - 10:15 AM	TEE11 - S102a Engage Your Audience: Grow Your Business: An Engagement Primer	TEE12 - S102bc The Web "You.0": The Next Digital Wave in Employee Recognition		TMT11 - S103a Incentive ROI Secrets Revealed: ROI the Media & Your CFO Will Love!	TMT12 - S103bc Fasten Your Seat Belts- It's a Bumpy Flight: How to Survive So You Can Thrive		TCL11 - S104a Customer Loyalty: Voices & Insights Drive Successful Programs	TCL12 - S104b Ten for 2010: Loyalty & Engagement Trends		TMS11 - S101a Defend & Extend Your Incentive Dollars	TMS12 - S101b Selling Smart in Tough Times by Understanding the Four Personality Types	TPC11 - S106b Intro to Selling Incentives
10:00 AM	EXHIBIT HALL OPENS - 10:00 AM											
11:45 AM - 1:15 PM	TLK01 - LUNCHEON KEYNOTE: POWER OF 2: HOW TO MAKE THE MOST OF YOUR PARTNERSHIPS AT WORK AND IN LIFE, PRESENTED BY RODD WAGNER, PRINCIPAL, GALLUP CONSULTING, S105											
	TLI01 - CIRCLE OF EXCELLENCE AWARD LUNCHEON, PRESENTED BY THE INCENTIVE MARKETING ASSOCIATION (IMA), \$45 BY SEPT. 8, \$55 AFTER SEPT. 8											
2:00 PM - 3:15 PM	TEE21 - S102a Merger Anyone? How to Effectively Merge Engagement & Recognition Programs	TEE22 - S102bc ROI: Making the Recognition Numbers Sing	TEE23 - S102d Recognition Strategies that Create Engagement & Drive Results	TMT21 - S103bc Leverage the Latest Research to Justify & Improve Your Incentive Programs	TMT22 - S103a Thought-Leaders Panel: Strategic Meetings Management in Challenging Economic Times		TCL21 - S104a Leveraging Emotions to Leverage Loyalty	TCL22 - S104b How Mature Is Your Customer Experience? Grow Up to Competitive Advantage	TCL23 - S106a Build Employee Confidence: Case Study with Allegent Health	TMS21 - S101a Rewarding Green: Unique Perspectives on Being Eco-friendly: Case Study with Home Depot & Ritz-Carlton	TMS22 - S101b Secret Formula Revealed: A New Approach to Measurable Incentive Impact: Case Study with Coca-Cola Bottling	TPC21 - S106b Principles of Results-Based Incentive Program Design for Promotional Consultants
3:30 PM - 4:45 PM	TEE31 - S102a Intrinsic Motivation: Find the Missing Link in Incentive Programs	TEE32 - S102bc Think Recognition Is Too Expensive? Learn to Build a Program with Real ROI	TEE33 - S102d How Your Technology Choice Can Make or Break Program Success	TMT31 - S103bc Get the Best out of Your Stakeholders in a Down Economy	TMT32 - S103a Protecting Your Program & Budget Through Your DMC Partner		TCL31 - S104a Holistic Strategies that Turbocharge Customer Loyalty	TCL32 - S104b Extending & Enhancing Traditional Loyalty Programs with Loyalty Shopping	TCL33 - S106a Using Customer Loyalty Programs to Increase Top Line Sales Regardless of Channel	TMS31 - S101a Winning in a Down Economy: How Targeted Recognition Can Get Your Sales Force Back on Track	TMS32 - S101b Maximize Your Training Results by Integrating with Your Reward Strategy	TPC31 - S106b "Campaign in a Box": How to Pack a Punch with Integrated Marketing
5:00 PM	EXHIBIT HALL CLOSES - 5:00 PM											
5:00 PM - 6:30 PM	IMA ALL-INDUSTRY RECEPTION - OPEN TO ALL REGISTRANTS, SPONSORED BY SONY AND MOVADO GROUP INC.											

WEDNESDAY - SEPTEMBER 30

8:30 AM - 9:45 AM	WMK02 - MORNING KEYNOTE: FINDING THE RIGHT COMBINATION: HOW THE MOST EFFECTIVE COMPANIES UNLOCK REWARD EFFECTIVENESS, PRESENTED BY HAY GROUP, SPONSORED BY BMA, S105											
9:00 AM - 10:15 AM	WEE11 - S102a Leveraging Social Networking to Increase Engagement & Retention: Case Study with TD Canada Trust	WEE12 - S102bc Doing More with Less: Adapting a Reward & Recognition Strategy to Meet Economic Challenges: Case Study with T-Mobile		WMT11 - S103bc It's No Longer Just Personal- It's Business: Driving Significant Business Results Through Incentives	WMT12 - S103a Save My Meeting! Ten Ways to Cut Costs & Retain Quality		WCL11 - S104a The Value of Loyalty Programs in a Changing Economic Climate	WCL12 - S104b Get Clued in to Experience Management: How to Keep Customers Coming Back Again & Again	WCL13 - S106a Doggone Loyalty: A Fun & Effective Means to Create Your Action Plan for a Loyal Following	WMS11 - S101a Incentives in a Sales 2.0 World: What It Means for You	WMS12 - S101b The Importance of Face Time & Other Key Strategies for Motivating a Sales Force: Case Study with Cisco Systems	WPC11 - S106b Peer-to-Peer Panel: Make a Client for Life: Using Promotional Products to Develop Relationships & Show ROI
10:00 AM	EXHIBIT HALL OPENS - 10:00 AM											
11:45 AM - 1:15 PM	WLK02 - LUNCHEON KEYNOTE: THE COMPELLING ECONOMICS OF ENTERPRISE ENGAGEMENT, PRESENTED BY DON PEPPERS, CO-FOUNDER, PEPPERS & ROGERS GROUP, S105											
	WLM02 - MPI-CAC INDUSTRY LUNCHEON: PLANT YOUR FEET FIRMLY IN MID-AIR: THRIVE DURING FAST CHANGE, PRESENTED BY DR. JANET LAPP, \$60 MEMBER, \$80 NON-MEMBER BY SEPT. 8, \$75/\$95 AFTER SEPT. 8											
	WLS02 - SITE POWER LUNCH @ IT&ME, \$30 BY SEPT. 8, \$40 AFTER SEPT. 8											
2:00 PM - 3:15 PM	WEE21 - S102a Generation Motivation	WEE22 - S102bc Accelerate Strategic Initiatives with Online Recognition Tools: Case Study with Wolters Kluwer	WEE23 - S102d Build a Culture of Engagement & Improve Your Bottom Line: Case Study with WSFS Bank	WMT21 - S103bc To Meet or Not to Meet: Is That Your Question?	WMT22 - S103a Mitigating Reputational Risk in Meetings, Events & Incentives	WMT23 - S103d Facebook, LinkedIn & Twitter (oh my!): Taking the Fear out of Social Media	WCL21 - S104a Win the Battle for Customers' Hearts & Minds: Case Study with Zions Bancorporation	WCL22 - S104b Innovative Programs that Drive Customer Relationships, Retention & Sales Growth: Case Study with LexisNexis	WCL23 - S106a Thought-Leaders Panel: The Enterprise Benefits of a Customer Champion	WMS21 - S101a Profitability Through Salespeople: Two New Studies Build the Case for the Value of Engaged Employees	WMS22 - S101b Drive Channel Sales in a Slow Economy	WPC21 - S106b Slaying the Myths: What You Need to Know About Selling Retail Brands
3:30 PM - 4:45 PM	WEE31 - S102a One Size Does NOT Fit All: Recognition in a Down Economy	WEE32 - S102bc Rewarding Healthy Behaviors Promotes a Healthy Bottom Line: Case Study with the Kellogg Company		WMT31 - S103bc Strategic Hotel Sourcing: Domestic & International	WMT32 - S103a Entertain Me: Why Entertainment Is a Value-Added Necessity		WCL31 - S104a Optimize Customer Loyalty: Talk to Their Listening	WCL32 - S104b Create the Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service		WMS31 - S101a Principles of Results-Based Program Design for End Users	WMS32 - S101b Learn to Produce Results in any Economy	WPC31 - S106b "Get in the Game" of Selling Incentives
5:00 PM	EXHIBIT HALL CLOSES - 5:00 PM											

THURSDAY - OCTOBER 1

9:00 AM - 10:15 AM		REE11 - S102a The Three New Rules for Leadership: It's About People, People, People		RMT11 - S103bc How Well Do You Know Your Market? What Incentive Travel & Reward Trends Mean for Your Business			RCL11 - S104a Strategies & Implementation of Loyalty Programs: Enterprise, Engagement & Economic Considerations				RMS11 - S101a Developing Sales Incentive Programs with Impact	
10:00 AM	EXHIBIT HALL OPEN - 10:00 AM - 2:00 PM											

Exhibit Hall Only Includes entry to the exhibit hall all three days, plus the Morning Keynote presentations and the IMA Reception on Tuesday evening at 5:00pm - Early Bird: FREE by Sept. 8 (\$20 after Sept. 8, \$40 onsite)	Full-Conference - BEST VALUE! Includes up to seven (7) individual 75-minute seminars of your choice over the three days of the Conference, morning and afternoon refreshments, entry to the exhibit hall, Morning Keynote presentations and the IMA Reception on Tuesday evening at 5:00pm - Early Bird: \$295.00 by Sept. 8 (\$350.00 after Sept. 8)	Individual 75-minute Seminar Includes one (1) 75-minute seminar of your choice, morning or afternoon refreshment, entry to the exhibit hall, the Morning Keynote presentations and the IMA Reception on Tuesday evening at 5:00pm - Early Bird: \$95.00 by Sept. 8 (\$110.00 after Sept. 8)	Luncheon Keynote Includes one (1) Luncheon Keynote (advance registration required) - Early Bird: \$45.00 by Sept. 8 (\$55.00 after Sept. 8)
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