

# CARDLIX WEST FORUM

## ARTIFICIAL INTELLIGENCE AND DIGITAL ADVERTISING

October 16-17, 2018  
Bellevue Club - Seattle, WA



#CardLinxForum @cardlinxassoc facebook.com/CardlinxAssoc linkedin.com/company/cardlinx-association

### CARDLIX WEST FORUM AGENDA

Bellevue Club | Hotel Bellevue  
11200 Southeast Sixth Street  
Bellevue, WA 98004

AI now promises to bridge industries that were once separate including payments, digital advertising, retailing, ecommerce and loyalty. For example, AI voice assistants like Microsoft's Cortana, Amazon's Echo and other are transforming how we pay, browse, shop and experience commerce. Participants in this exclusive forum include MasterCard, Microsoft, Discover, Hilton, Bank of America and many more. By attending this forum, you will both meet and learn from the leading companies developing technologies in payments, online to offline commerce and fin-tech AI.

#### OCTOBER 16, 2018

- 8:30 AM** NETWORKING BREAKFAST & REGISTRATION
- 9:00 AM** WELCOME – Silvio Tavares, President and CEO, The CardLinx Association  
Guest Host - Dan Currell
- 9:30 AM** KEYNOTE – “Using Search to Target Consumers with AI in Digital Marketing”  
Steve Sirich, General Manager, Bing Ads Marketing, Microsoft
- 10:00 AM** KEYNOTE – “Using Data to Drive In-store Purchases and Loyalty”  
Jonathan Dyke, Co-Founder and Executive Chairman, Spring Marketplace
- 10:30 AM** NETWORKING BREAK
- 11:00 AM** KEYNOTE – “Driving Change with Cents-per-gallon Discounts”  
Brandon Logsdon, President and CEO, Excentus
- 11:30 AM** KEYNOTE – “Rolling Our Own - From Cheap Gas to GasBac”  
Mike DiLorenzo, Chief Marketing Officer, GasBuddy
- 12:00 PM** LUNCH BREAK
- 1:30 PM** KEYNOTE – “Using Digital Engagement to Find Customers at the Right Place”  
Mehmet Sezgin, CEO, myGini, Inc.
- 2:00 PM** KEYNOTE – “What’s Next? Consumer Data Regulation in the US”  
Mike Hintze, Partner, Hintze Law LLC, Former Chief Privacy Counsel, Microsoft
- 2:30 PM** NETWORKING BREAK

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#### ATTENDING COMPANIES INCLUDE:



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#### OCTOBER 16, 2018 - continued

- 3:00 PM** KEYNOTE - "Attracting New Customers in the Crowded Retail Marketplace"  
Gaurang Maniar, Director of Marketing, Total Wine & More
- 3:00 PM** KEYNOTE - Jon Carder, Co-Founder and CEO, Empyr
- 4:00 PM** CLOSING COMMENTS - Dan Currell, Guest Host
- 4:30 PM** COCKTAIL RECEPTION - Bellevue Club Atrium
- 5:30 PM** WINE & CHEESE RECEPTION hosted by Total Wine & More  
699 120th Ave NE Unit B, Bellevue, WA 98005

#### OCTOBER 17, 2018

Envisioning Center Tours and Work Group meetings will be held on the Microsoft Campus  
Transportation will be provided.

- 9:00 AM** MICROSOFT ENVISIONING CENTER TOUR - Please register with christina@cardlinx.org  
Experience how technologies of the future transform life at work, home and on the go with immersive, scenario-driven demonstrations ranging from digital commerce productivity explorations to entertainment. This exclusive opportunity is not available to the general public.
- 10:00 AM** PURCHASE PROPENSITY SCORE GROUP  
The Purchase Propensity Score Group focuses on new technical, operational and compliance standards for data share and on the creation of a flexible commercial framework that can be adapted by all participants to drive growth of a connected card-linking system. The goal of the work group is to develop an open source API for targeting.
- 12:00 AM** CONSUMER DATA TRANSPARENCY TASK FORCE - Invitation Only  
The Consumer Data Transparency Task Force engages policy makers directly at the national and state levels to promote a self-regulatory framework regarding consumer financial data. After the development of the self-regulatory framework, the task force will begin outreach initiatives to policy makers through white papers and conferences to communicate the task force's vision for data transparency.

ATTENDING COMPANIES  
INCLUDE:

