



JOIN US FOR

REINVENTING RETAIL: MOBILE & MULTI-CHANNEL COMMERCE



March 7, 2017, 8:30 AM - 5:00 PM
Adolphus Hotel
1321 Commerce Street, Dallas, TX 75202

New technologies including mobile phones and card-linking are creating more opportunities for retailers and merchants. The shopping experience is being fundamentally reinvented both online and in-store. But not all technologies are delivering equal success. This conference brings together the leading merchants and technology companies from mobile, digital advertising and card-linking to distill what is really working for consumers and what is not.

8:30AM Networking Breakfast & Registration

9:00AM Welcome – **Silvio Tavares, President and CEO, The CardLinX Association**
Introduction – Moderator: **Dan Currell**

9:30AM Keynote – “Card-Linked Offers are Hitting a Tipping Point”
Jon Carder, CEO, Empyr

10:10AM Keynote – “Card-Linked Loyalty Extending the Long Tail of Loyalty”
David Kristal, CEO, Augeo Marketing & Ed Braswell, President, Edo Interactive

10:50AM Coffee Break

11:10AM Keynote – “Innovation as a 21st Century Lawyer”
Jonathan J. Anastasia, Senior Managing Counsel Digital Payments and Labs, Mastercard

11:50AM Keynote – “Creating Breakout Value for Retailers: Driving Participation in Card-Linked Offers Programs”
Jonathan Silver, CEO, Affinity Solutions

12:30PM Lunch Break

1:20PM Keynote – “Reinventing the Consumer Shopping & Rewards Redemption Experience – Deep Insights from FIS and Verifone’s Partnership”
Cassie Boutelle, VP Loyalty Products Global Retail Payments, FIS, and Daniel Poswolsky, Head of Value Added Services, Verifone

2:00PM Keynote – “Log On at Brick and Mortar Retailers with Terminal Integrated Card Linking”
Jeff Mankoff, CEO, vPromos

2:40PM Networking Break





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- 3:30PM Keynote – “The New Workforce is Challenging the Old - And So Should We”
Julie Galvin, CMO, SPENT
- 4:10PM Keynote – “Card-Linking to Drive Merchant Loyalty”
Brandon Logsdon, CEO, Excentus
- 4:50PM Closing Comments – **Silvio Tavares, President and CEO, The CardLinX Association**
- 5:00–7:00PM Drinks & Networking Reception



User Groups Networking Reception on Evening Before Conference

March 6, 2017, 3:30 PM - 7:00 PM
Adolphus Hotel
1321 Commerce Street, Dallas, TX 75202

- 3:30PM – Check-In & Pre-Registration
- 4:00PM – 5:00PM Payments Processor User Group
Moderator: **Cassie Boutelle, VP Loyalty Products, FIS**
- 5:00PM – 6:00PM Card-Linked Digital Publisher User Group
Moderator: **Jon Carder, CEO, Empyr**
- 5:00PM – 7:00PM Networking Drinks Reception



Attending Companies Include:

