

Free Webinar: Loyalty Marketing Trends in the Hottest Demographic Segments

COLLOQUY Experts Reveal Surprises, Revelations, and Best Practices From Groundbreaking Loyalty Demographics Research

Event On: 10/11/2007 01:00 PM - 02:00 PM EST

Location: Online webinar

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Free conference registration

<http://www.colloquy.com/webinars.asp>

In a **free webinar to be hosted October 11, 2007 at 1:00 PM EST**, COLLOQUY experts Kelly Hlavinka and Rick Ferguson will provide in-depth analysis of demographic trends in loyalty marketing, along with practical strategies to help marketers face the challenges presented by saturation and consumer fatigue.

Hlavinka and Ferguson will reveal proof that in an era of loyalty program saturation, one size no longer fits all. Research from a recent study of loyalty program participation and perception across different demographic segments yields new information about six key consumer groups: affluent, young adult, seniors, core women, emerging Hispanic, and general adult.

The webinar will present fresh information on loyalty program design strategy including specifics about creating a “difference engine” as a method to segment and engage loyalty program audiences as well as attract and retain new members.

About COLLOQUY

COLLOQUY comprises a collection of resources devoted to the global loyalty marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty marketing industry since 1990, Colloquy.com, the most comprehensive loyalty web site in the world, COLLOQUY’s Research and Educational divisions, and the COLLOQUY Network, a global network of consultants certified in COLLOQUY’s consulting methodology. Together they provide a worldwide audience of 30,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe.