

## CREDIT CARD REWARDS WEBINAR

### OVERVIEW

This webinar will give attendees a better understanding of each part of a reward program, and will cover the key points that credit card issuers should consider when looking to add or improve a loyalty program.

### WEBINAR TOPICS INCLUDE

- The Evolution of Loyalty and Reward Programs
- Current Trends in Loyalty Programs
- How this Recession is Impacting Rewards Programs
- The Costs and Benefits of having a Loyalty Program
- Specific Reward Program Structure (Redemption, Marketing, Point Accumulation, and Service)