

What is COLLOQUY?

COLLOQUY® comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 35,000 global subscribers to its magazine and www.colloquy.com the most comprehensive loyalty web site in the world. COLLOQUY's research division develops research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association and a content provider to the American Marketing Association.

COLLOQUY Network

The COLLOQUY Network is a global partnership of independent loyalty consultants and practitioners who leverage COLLOQUY's unique brand recognition and resources and are certified in COLLOQUY's proprietary methodology. Each Network Partner has complete access to the staff, services, tools, case studies and research available from COLLOQUY.

Publishing Services

Print: COLLOQUY, the voice of the loyalty-marketing industry since 1990, publishes a quarterly printed magazine that is free to qualified subscribers within North America. A nominal postage fee is required for print subscriptions outside North America.

Each issue of COLLOQUY includes:

- Facts, commentary and analysis of the latest developments in loyalty marketing.
- Exclusive articles authored by COLLOQUY staff and global correspondents focusing on loyalty around the world.
- Topical interviews with marketing executives who are responsible for implementing and maximizing the return of their loyalty programs.
- Program spotlights, "how-to" guides, and best practices geared to specific industries and global markets.
- Technology updates and practical advice on the software, systems, and analytical tools needed to ensure loyalty-marketing success.

Online: Since 1997, the Colloquy.com web site has served as the industry's first and most extensive collection of resources for loyalty marketers. The COLLOQUY Market Alert, a weekly opt-in e-mail newsletter, provides time-constrained marketers with a recap of that week's industry news from around the globe.

COLLOQUY has a global subscriber base of more than 35,000 business and marketing leaders, media representatives and educators in over 100 countries. Subscriptions to both the print and online versions can be obtained by completing the online subscription form at www.colloquy.com/register

Online, subscribers can find:

- Breaking news and developments in loyalty marketing categorized by industry.
- A searchable archive of all COLLOQUY articles published since the magazine's 1990 inception.
- Program summaries and comparisons of programs by industry.
- Special research, including white papers, industry statistics and analysis of industry reports from other organizations.
- A job board for both employers and professionals within the industry.
- Articles written and presentations given by the COLLOQUY faculty for other leading publications and trade associations.
- Information on upcoming loyalty marketing conferences in which the COLLOQUY faculty will be speaking.



Company Overview

We invite reader response and interaction. Please contact us via e-mail at info@colloquy.com.

In its ongoing quest to bring the most comprehensive and timely loyalty marketing coverage and surveys available anywhere, COLLOQUY invites reader contributions. For more information and a copy of our Writers' Guidelines, send an e-mail to info@colloquy.com.

Research Services

COLLOQUY provides fee-based customized research services to interested parties. Research services include competitive loyalty program scans, custom program summaries, loyalty market-size reports, and category audits related to any target industry, global region, or specified demographic.

COLLOQUYTalk white papers offer in-depth research and analysis about topics that concern marketers. Recent papers have covered customer analytics, CRM and loyalty trends, smart cards, private-label credit cards and business-to-business loyalty applications.

Educational Services

COLLOQUY offers educational seminars, workshops, virtual seminars and in-house training for industry professionals around the world. The COLLOQUY faculty provides these services independently or in conjunction with trade associations, universities, private companies or governmental agencies. COLLOQUY educational events are designed to provide the best practices and strategies witnessed and executed by our experienced faculty. Practical, how-to oriented materials, financial plans and case studies provide the knowledge and tools necessary to launch or maintain successful loyalty-marketing programs. Workshops have been conducted in Brazil, Canada, France, Mexico, Hong Kong, Singapore, South Africa, the United Kingdom, and the United States.

COLLOQUY also operates a speaker's bureau comprised of industry experts who have developed and delivered presentations to dozens of public and private audiences at conferences and trade shows around the world.

Privacy Policy

The COLLOQUY subscriber list is never sold or rented to any outside parties. On occasion, we make the opt-in list available for seminar mailings when a representative from COLLOQUY is speaking at the seminar. In such cases, the control and security of the list is maintained by COLLOQUY. In addition, COLLOQUY reserves the right to send electronic mail to any and all subscribers for the purpose of informing them of changes or additions to www.colloquy.com. Subscribers may change their opt-in status or personal profile at any time

Publisher

LoyaltyOne operates COLLOQUY and publishes the COLLOQUY newsletter and Colloquy.com web site. Through its family of companies including AIR MILES, Direct Antidote and Precima, LoyaltyOne provides complete resources and technology for the design, implementation and management of loyalty marketing programs that recognize and reward customers by tracking their purchase behavior. More information is available at: www.loyalty.com.

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