

## JCPenney Dallas Event July 18th

Hosted by Marci Grebstein, CMO at JCPenney and Stephanie Fischer, CEO at GRMA with featured speaker Mark Bonchek, Shift Thinking

**Bitcoin, Blockchain and Customer Loyalty: What's the Point?**- Our focus for the evening will be the intersection of customer loyalty and digital currency. While the press focuses on Bitcoin, an entire ecosystem of other platforms and currencies are emerging that have the potential to reshape the nature of customer engagement and remake traditional points-based loyalty programs.



Mark Bonchek, is founder of Shift Thinking, columnist for HBR, and faculty member of Singularity University. Mark Bonchek will give us a primer on digital currency, share his views on the potential for branded currency, and host a provocative conversation on loyalty in a digital age.

Bonchek will share his views on the potential for branded currency and host a provocative conversation on customer Future of loyalty in a digital age.

TIME	EVENT	LOCATION
2:45PM – 3:00PM	Guests Arrive at JCPenney Corporate Offices. Guests will need to provide ID when checking in with security. Guest may check in with the receptionist inside the main entrance lobby and be escorted to the meeting room. If need to make any changes or delays the day of the event, please contact Johnnie Mills at 972-537-7456.	JCPenney Corporate Offices 6501 Legacy Drive Plano, TX 75024
3:00PM – 4:45PM	JCPenney opening remarks, guest introductions and Mark Bonchek presentation.	JCPenney Corporate Offices 6501 Legacy Drive Plano, TX 75024
5:00PM – 5:45PM	Networking Reception Join Mark Bonchek and your peers for our networking reception	Del Frisco's Double Eagle Steak House 5905 Legacy Drive Suite A-120 Plano, TX 75024
5:45PM – 8:00PM	Join the interactive group dinner discussion to further explore the afternoon presentation and relate Bonchek's principles to your real world scenarios.	Del Frisco's Double Eagle Steak House 5905 Legacy Drive Suite A-120 Plano, TX 75024

### Directions to the JCPenney Home Office 6501 Legacy Drive, Plano, TX 75024

**From Hwy 121 (driving east from DFW Airport):** Take Hwy 121 to Plano, and take Legacy Drive exit. Turn right on Legacy to the first light. Turn left on Headquarters and follow it to the first stop sign. Turn right and then take the 1st left to the North Visitors Parking Lot. You can enter the North Visitors building at the double doors nearest the parking lot and a JCPenney Security Guard will assist with securing a Visitor's Badge for you. Proceed down that hall to the North Visitor's Reception desk and the Receptionist will contact Johnnie Mills to greet you.

**If you are utilizing a car service:** they can drop off at the Main Entrance off of Corporate Drive, proceed to Security desk to secure a security badge for you. Security will contact Johnnie Mills to greet you.

