



COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

Webinar – On-Demand Web Link

Marketing Series: Developing, Maintaining & Sustaining Brand Loyalty

Wednesday, July 18, 2018

2 - 3:30 p.m.

Financial institutions offer many of the same products and services to their customers. So, how do you differentiate yourself and maintain customer loyalty once you earn their business? This webinar addresses the current landscape of the financial industry and how it has altered consumers' brand experience. You learn the reasons for brand loyalty among the many generations served by the financial industry. This program also looks at the development and maintenance of today's modern brands within and outside the financial sector and delve into what loyal customers have come to expect.

HIGHLIGHTS

- Discussion behind the meaning of a brand and how it ties into a company's corporate identity
- A look at the history of some great brands; what worked, and what caused them to fail
- A look at some of today's effective brands and the stories behind their success
- Why your brand must play a part in every touch piece and interaction with your customer
- How corporate culture and buy-in from the C-Suite matters
- New digital technologies that enhance customers' experience with your brand
- How a bank's vision, mission, and values must be reflected in your brand

TAKE-AWAY TOOLKIT

- Brand style guide sample
- Brand checklist
- Employee training log
- Quiz you can administer to measure staff learning and a separate answer key

Attendance verification for CE credits provided upon request.

WHO SHOULD ATTEND?

This informative session is designed for financial services marketers, branch directors, managers, strategic marketers, social and digital marketing managers, product managers, public relations, and communications professionals.

ABOUT THE PRESENTER

Ali Mandell is the marketing officer of an \$800 million publicly-traded Montana bank and has been in the financial services sector for nine years. Before her banking career, Mandell was a journalist who received an Emmy award for Made in Montana, a story she wrote and produced for Montana PBS. While working at a premier advertising agency, Mandell and her team received multiple Montana Addy Awards for work related to the healthcare industry, banking, telecommunications, and state ballot initiatives. Along the way, she has developed a robust understanding of media buying and negotiating, media trends, and brand engagement and development. Mandell holds a bachelor's in broadcast journalism and communications and is a graduate of the ABA Bank Marketing School at Emory University, Atlanta, GA. The combination of journalism and banking gives her an advantage with public relations, advertising campaigns, marketing strategy, and creating engaging content media.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK**

Can't attend the live webinar? The ON-DEMAND WEB LINK** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK**

Includes options 1 and 2 above.

NEW! Listen to the on-demand web link on your iPad, iPhone, or Android. Instructions are emailed to you with the on-demand link.

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AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE.

REGISTRATION FORM

Marketing Series: Developing, Maintaining & Sustaining Brand Loyalty Telephone/Webcast
Wednesday, July 18, 2018 2 - 3:30 p.m.

Choose Your Training Option:

Purchase (Check one)	Training Options <i>(Registration includes one location hook-up)</i>	CBAI Member	Prospective-Member*
	Live Webinar	\$275	\$475
	On-Demand Link**	\$275	\$475
	Special Pricing for Live Webinar & On-Demand Link	\$375	\$575

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Material Delivery Options

Check here if you are unable to receive your hook-up instructions and materials via the Internet and hard copies will be mailed to you.

***Only financial institutions/firms eligible for CBAI membership.**

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