

CBAI's Community Bank Marketing Conference

2018

Your
Burning
Questions
Answered.



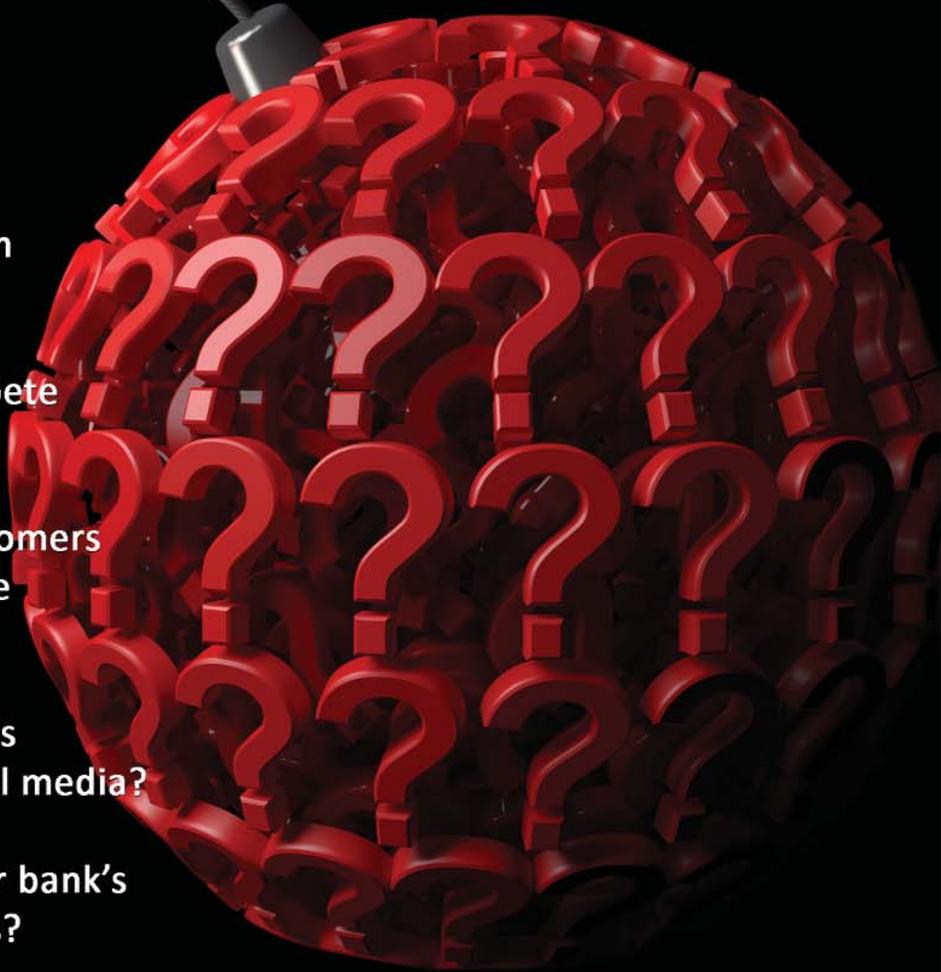
How do you stay relevant with tomorrow's customers?

How can you effectively compete with new FinTechs?

How do you deliver your customers the digital banking experience they expect?

How can you reach Millennials through advertising and social media?

Where should you spend your bank's marketing time and resources?



April 25, 2018 -- Springfield, IL

Introduction

The **2018 Community Bank Marketing Conference** is designed to help you answer your bank's marketing department's most burning questions, including how do you stay relevant with tomorrow's customers; how can you compete with new FinTechs; how do you deliver your customers the digital banking experience they expect; how can you reach Millennials through social media and advertising; and where should you spend your bank's marketing resources?

This conference was developed by a committee of **community-bank marketing professionals with the needs of their peers in mind**. Participants walk away with a wide variety of information from expert speakers on topics and return to the bank excited and ready to implement newly found techniques and knowledge!

Again this year, two roundtable discussion sessions are on the agenda to allow participants to learn from each other. Each roundtable is dedicated to a specific marketing topic. Attendees are able to pre-select which table discussion in which they would prefer to participate.

A mini-exposition featuring the latest products and services benefitting the community bank and its marketing efforts also highlights the day.

Who Should Attend?

The 2018 Community Bank Marketing Conference not only benefits **marketing professionals**, it is also geared toward **presidents, CEOs, officers**, and anyone who is involved in increasing profitability for your community bank.

Conference Agenda

8:30 – 9 a.m.

Registration, Display Tables, and Continental Breakfast

9 – 10:15 a.m.

Fintechs, Neobanks, and Beer Garages – How to Stay Relevant in Today's Environment

Becki Drahota, CEO

Mills Marketing, Storm Lake, IA

Fintechs, Neobanks and Beer Garages – in this session you find out what they are and figure out whether you should fear them, fight them, or join them to help your bank grow. Millennials need banking services but don't need banks. Entrepreneurs can get \$150,000 loans online in minutes. Rocket Mortgage promises to make getting a mortgage fast and easy. And your newer employees don't even bank with you. Find out how to stay relevant to tomorrow's customers without revolutionizing your organizational structure by cherry-picking the tools you need now.

Becki Drahota started Mills Marketing in 1975, and she's as immersed in the business today as when she opened the doors. Her excitement about working in an industry she believes in, with people she cares about, and clients who are smart and dedicated, is truly contagious. Mills Marketing provides market research, product development, promotional planning, creative and digital services, marketing compliance and strategic marketing consulting to financial clients nationwide.

Drahota is an honors graduate of Drake University and the University of Nebraska - Omaha (UNO), where she earned an Executive MBA. In 2001, she received Drake's Alumna of the Year Award, and she received the UNO Alumni Achievement Award in 2005. In 2007, Drahota was named Small Business Person of the Year for Iowa by the Small Business Administration. She and her team have taught the Independent Community Bankers of America (ICBA) Marketing Seminar since 2013, and she is a frequent industry speaker. Mills also has partnership with the Sheshnuoff Affiliate Program.



Drahota

She is the author of *Taking Your Bank's PR from Entitlement to Enlightenment* and teaches leadership to emerging bank leaders.

"Great topics! Very timely and excellent speakers! Great location! Great roundtable topics! I have attended for a few years and this is the best conference! Great job on planning and getting speakers!"

Conference Agenda (continued)

10:15 – 10:45 a.m.

Marketing Roundtable Session

This roundtable discussion session encourages attendees to interact and learn from each other. Each roundtable is dedicated to a specific marketing topic. Attendees are able to pre-select which table discussion they would prefer to participate. Roundtable topics include social media, hot products/technology, PR/special events, cross selling, mobile banking, digital marketing, and advertising/web-site compliance (including ADA). *Please indicate on the registration form which table you prefer.*

“This was my first conference and I greatly enjoyed my experience!”

10:45 – 11 a.m.

Break and Display Tables

11 a.m. – 12 p.m.

Bankruptcy

**John Waupsh, Chief Innovation Officer
Kasasa, Austin, TX**

It's becoming increasingly difficult for community banks to deliver the digital banking experience that consumers, specifically Millennials, are looking for. How important is it for you to leverage the right technology to match this marketplace reality? Examine how technology is changing consumer behavior, and tactics you can use to enhance your digital strategies. Uncover which products consumers hunger for (and how to create a great experience) while discussing methods for transforming the consumer journey to create high satisfaction and drive profit. In addition, you'll develop techniques for building team unity around your institution's top goals.

John Waupsh is chief innovation officer at Kasasa. He leads the team that architects the company's ever-evolving product offerings. Innovations under Waupsh's leadership have earned Kasasa three Finovate “Best in Show” titles, recognition in Fast Company's “10 Most Innovative Companies in Finance,” and standing in the FinTech Top 100. From 2012 to 2015, Waupsh held the title of chief creative officer, during which time Kasasa's national marketing campaigns received three Platinum and six Gold MarCom Awards. His first book, *Bankruptcy: How Community Banking Can Survive Fintech*, was published by Wiley in Winter 2016. Waupsh received his BA in marketing communications from Columbia College in Chicago.



Waupsh

“Great marketing conference! Excellent topics that relate to banking today.”

12 – 1 p.m.

Networking Lunch/Exhibits

1 – 2 p.m.

Reaching the Younger Generation Through Online Advertising and Social Media

**Katelyn Stadel, Digital Marketing Manager
Kaley Hix, Business Development Representative
MCS Advertising, Peru, IL**

Online advertising is extremely analytical, which is scary for any business, but especially if you are a bank. With all the regulations you must follow, it can be daunting, thus some banks just decide not to do it. This session provides peace of mind for online advertising, including why it's a smart move, how to target the right customer, and tips on how to do so. The objectives of this session are to educate banks on why online advertising is important, understand how banks are currently using social media, and provide expertise on how to target the younger generation.

“This was the best conference yet! I don't know how you do it! It was excellent and revved me up to face the year's challenges!”

Katelyn Stadel is the digital marketing manager at MCS Advertising. She specializes in building product relationships with clients, partners and team members. Her main responsibility is to drive marketing strategies and implement programs that improve customer acquisition and create brand awareness across multiple digital assets. As digital marketing changes frequently, Stadel is constantly exploring new opportunities to help her clients grow their businesses.

Kaley Hix is a business development representative at MCS Advertising. It is her responsibility to not only assist with company growth and profitability through new customer acquisition, but also to proactively seek new business opportunities for existing clients. She has been in the sales and marketing industry for four years and enjoys being able to build and maintain client relationships, getting to know my clients on a personal level, and being a contributor to the success of their businesses.

Conference Agenda

2 – 2:30 p.m.

Second Marketing Roundtable Session

This roundtable discussion session encourages attendees to interact and learn from each other. Each roundtable is dedicated to a specific marketing topic.

Attendees are able to pre-select which table discussion they would prefer to participate. Roundtable topics include social media, hot products/technology, PR/special events, cross selling, mobile banking, digital marketing, and advertising/website compliance (including ADA). *Please indicate on the registration form which table you prefer.*

“Great networking opportunity and topics. Glad other people have similar struggles.”

2:30 – 2:45 p.m.

Exhibits/Break

2:45 – 3:45 p.m.

How to Make Your Marketing Relevant and Responsive to the Bottom Line

Becki Drahota, Mills Marketing

Where should your bank's marketing time and effort be spent? How can marketing actually drive commercial loan acquisition? What critical new skills must the bank's marketing manager bring to the table? Who are your *real* competitors? And how will you know if your marketing is working? This session will provide a new perspective on your job, your bank and how you define success.

3:45 p.m.

Prizes and Adjournment

Registration Fees

Fees include hand-out materials, refreshment breaks, and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

Cancellation Policy

Registrants cancelling two days prior to each seminar receive 100% refund; one day prior, 50%; the day of the seminar, no refund. **All cancellations must be made in writing prior to the seminar day. Invoices and training materials will be sent to all “no shows.”**

CBAI MEMBER

One person.....	\$265
Two or more from same banking institution.....	\$245 each

****PROSPECTIVE-MEMBER**

One person.....	\$465
Two or more from same banking institution.....	\$445 each

CDD members receive a 10% discount.

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

Registration Form

COMMUNITY BANK MARKETING CONFERENCE
APRIL 25, 2018 – ERIN'S PAVILION, SPRINGFIELD

Please Print

Name of Bank _____

Address _____

City, State, Zip _____

Tel. No. _____

Name/Title _____

E-Mail _____
(E-mail address required for registration)

Preferred Roundtable Topics **(Please circle two topics in the list below).**
Social Media, Hot Products/Technology, PR/Special Events, Cross-Selling, Mobile Banking,
Digital Banking, Advertising/Website Compliance

Name/Title _____

E-Mail _____
(E-mail address required for registration)

Preferred Roundtable Topics **(Please circle two topics in the list below).**
Social Media, Hot Products/Technology, PR/Special Events, Cross-Selling, Mobile Banking,
Digital Banking, Advertising/Website Compliance

____ I have special needs, please contact me before the seminar.

Please select your payment method.

____ Check Enclosed ____ Check in Mail
____ Pay at Door ____ Credit Card*

**If you are paying by credit card, please fill out the following information.
(Visa & MasterCard accepted).*

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Card Number _____ Exp. Date _____

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901 Community Drive
Springfield, IL 62703-5184



Fax it in:
(217) 585-8738



Call it in:
(800) 736-2224 (Illinois only)
(217) 529-2265

Date and Location

April 25, 2018

Erin's Pavilion
4965 S 2nd St.,
Springfield, IL 62703
(217) 753-0702

Accommodations

A block of rooms has been reserved at the Baymont Hotel, 5871 South Sixth Street, Springfield. To obtain accommodations, call 217/529-6655. Please indicate you are a CBAI member to obtain the special rate of \$63 plus tax for singles or doubles.

For More Information

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