

2018 Marketing Conference

Program: March 7, 2018

Location:

Cedarbrook Lodge
18525 26th Avenue S.
SeaTac, WA 98188

Reservations: (206) 901-9268
www.cedarbrooklodge.com (use code WBA)

FEES: Before 2/21 After 2/21

WBA Member*:	\$395	\$445
Non-Members:	\$750	\$850

Send two attendees, get the third free!

**Attendance at WBA programs is limited to employees, officers and directors of WBA members, non-members eligible for membership in the WBA and members of other state banking associations which grant reciprocal privileges to WBA members.*

Cancellation Policy: Registrations may be cancelled up to seven days prior to the conference. All cancellations have a \$50 charge. No cancellations within the seven day period will be accepted; however, a substitute may attend.

Registration Form

Please complete the following information:

Name _____
Bank/Firm _____
Work Address _____
City/State/Zip _____
Phone _____
Title _____
Email _____

Register: registration@wabankers.com

For more information:

Mail: 1601 Fifth Avenue, Suite 2150, Seattle WA 98101.

Call: (206) 447-1700.

Enclosed is a check for \$ _____

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2018 Marketing Conference



WASHINGTON
BANKERS ASSOCIATION

1601 Fifth Avenue
Suite 2150
Seattle, WA 98101
www.wabankers.com



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Who Should Attend?

Make your plans now to attend the 2018 Marketing Conference, specifically designed to provide value and critical take-aways for marketing, public relations, communications and market-research professionals. This year's conference includes presentations designed for marketing and sales professionals. Small business bankers are also encouraged to attend.

WBA would like to thank the following sponsors:

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For sponsorship opportunities, contact Duncan Taylor at duncan@wabankers.com or (206) 344-3484.

8:30 - 9:00 Registration & Continental Breakfast

9:00 - 10:30 Welcome

*Glen Simecek, President and CEO,
Washington Bankers Association,
Seattle, WA*

*Brady Robb, AVP, Marketing Director,
Sound Community Bank, Seattle, WA;
Marketing Committee Chair*

Leveraging Social Media Channels to Advertise Financial Products and Services

*Meredith Olmstead, Founder & CEO,
Social Stairway, Conn.*

For years financial institutions have been using Facebook, YouTube, LinkedIn, Twitter, Instagram, Pinterest and Pandora as content marketing channels and to build communities around their brands. But can these social networks be used for more than just "engagement?" How can social channels be used to advertise banking products like home loans, auto loans and checking accounts? This session answers financial marketers' big questions about paid social media marketing programs — from what lookalike campaigns on Facebook cost, to how to budget and what success can look like. Includes examples and case studies.

10:30 - 10:45 Coffee Break

10:45 - 11:45 Proving Your Worth – Practical Strategies for Measuring Marketing Effectiveness

Jim Perry, Senior Strategist, Market Insights, Seattle, WA

Measuring marketing performance and proving results to senior executives is a challenge for bank marketers at institutions large and small. Advancements in data

accessibility make measurements more possible than ever; yet selecting the right metrics, converting data to actionable insights, and producing meaningful reports can be difficult to manage. This session will explore practical techniques for tracking and sharing the impact of your marketing efforts. It will cite financial services industry examples and share ideas for:

- Aligning key metrics to business objectives
- Maximizing marketing ROI
- Maintaining marketing accountability

11:45 - 1:00 Networking Luncheon

1:00 - 1:45 How to Use Financial Education Programs as a Marketing Tool

Financial education programs are an important piece of what banks do in their communities, but has your marketing department had success in highlighting how these programs make your bank stand out? Four different financial education companies, to include Junior Achievement, EverFi, Banzai and Financial Beginnings, will offer a quick snapshot of what their companies do and how you can use their programs as a marketing tool at your bank.

1:45 - 2:00 Coffee Break

2:00 - 3:00 Geo-Fencing: Targeting Your Marketing Messaging

*John Oxford, Director of Marketing,
Renasant Bank, Tupelo, MS*

Mobile and digital advertising has exploded. From native ads to pre-roll videos, getting your brand onto a mobile device doesn't have to be hard even in this crowded advertising space. In this session, participants will learn how to "geo-fence" and "geo-conquest," what kind of creative helps break through the clutter, how to track your campaigns, and how to make your bank a mobile advertising winner.

The speaker will cover the following:

- Share how to geo-fence and geo-conquest
- Learn how to track your campaigns
- Explore mistakes that kill many mobile campaigns
- Discuss what kind of creative stands out in mobile versus other advertising mediums

Takeaways:

Attendees will leave with an understanding how geo-fencing works, how to use it for mobile campaigns and what types of creative works best with geo-mobile marketing.

3:00 - 4:00 Eliminate the Competition: One Thing Every Brand Must Do to Remain Successful

*Tom Hershberger, President & CEO,
Cross Financial Group, Lincoln, NE*

Responsibilities for managing a bank's image and reputation have been replaced by a focus on brand management. Some industry professionals say it's the same thing with a new name. The reality is, brand management is a material change in the scope and context of management activities that influence perceptions of financial institutions. A cornerstone in brand management that every marketer must address is the customer experience across every product, service and delivery channel. This session examines the role of the customer experience in brand management and provides some simple guidelines for ongoing management as your organization increases in size from organic growth or as a result of acquisitions.

4:00 Adjourn

Register today: s.wabankers.com/marketing