

MARCH 31

2022 MARKETING CONFERENCE



8:30 – 9:00 Registration and Continental Breakfast

9:00 – 9:15 Welcome
Glen Simecek, President & CEO, WBA

9:15 – 10:00 Media Landscape
Amber Farley, EVP/Brand Development, FMS



During this session, Amber Farley will cover what banks need to know about the current state of media, including which platforms they should be using, how frequently and upcoming changes and how those will impact marketers jobs.

10:00 – 10:15 Coffee Break

10:15 – 11:15 Maximizing Your Marketing Efforts by Measuring ROI: Strategies for Success
Jim Pannos, Founder and President, Pannos Marketing



We will be delving into how community banks can leverage their strategic marketing initiatives, while delivering measurable ROI and leveling the playing field with your larger competitors. Learn how you can turn your bank's marketing budget into working capital.

Regardless of your bank's size, it's critically important to employ sound marketing strategies. Whether your bank needs to expand its core banking relationships, convert its currently plentiful deposits into commercial/mortgage loans or other earning assets, it's imperative to partner with your marketing department and devise plans that will drive interest in your bank during today's ever-evolving digital marketplace.

11:15 – 11:30 Coffee Break

11:30 – 12:30 The Future of Digital Interactions & Banking Engagement
Eric Cook, Chief Digital Strategist, WSI



The process of building relationships with customers has drastically evolved in the past 10 years. (Heck, even in the past 24 months!) Not long ago, business was handled with a simple handshake. Now, customers can access the education and services they seek right from their sofas. Any business can directly interact with target markets via live video, interactive meeting portals, real-time audio integrations, and social networking platforms . . . all for FREE! But the changes are just beginning. With Facebook's recent announcement about their brand change and future focus, we glimpse the next big shift in business and customer connection: The Metaverse. Who knows? In the not-too-distant future, we might be swapping suits and ties for VR goggles and avatars. You'll come away from this session with strategies that will serve your bank in the present as we all prepare for the future.

12:30 – 1:30 Networking Lunch

1:30 – 3:30 Workshop: LinkedIn Training
Amber Farley, EVP/Brand Development, FMS

During this in-depth training session, Amber Farley will cover a variety of ways to help your bank's team use LinkedIn to their advantage. The workshop will include a look at how changes in the consumer marketplace impact how your bank should be using the platform, the most common types of people who use LinkedIn, social selling, best practices for profiles, messages and more. The workshop will also cover ways to effectively connect with potential clients, content, and case studies.

3:30 Adjourn

Two Registration Options!

Individual Registration In Person – \$495

Bank Level Registration (Virtual Only)

5 attendees – \$750

10 attendees – \$1,200

Unlimited – \$1,850

Non-member bank registration is double member rate

Virtual attendance includes recordings of the live conference post-event. Attendees will receive access to recordings for 30 days.

Join Us March 30 for a networking reception!

If you plan to be in town on the night of **Wednesday, March 30** join us at the **DoubleTree Suites at Seattle Airport** from **5 p.m. to 6 p.m.** for a networking reception.

This event is eligible for Continuing Education CFMP credits!
Earn 5.75 CFMP CE credits

Register online at www.wabankers.com/markconf



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Choose the attendance option that works best for you! Join us in person, or virtually.

Virtual attendance includes recordings of the live conference post-event.

Attendees, both virtual and in person will receive access to recordings for 30 days.

Doubletree by Hilton Seattle Airport

18740 International Blvd.
Seattle, WA 98188

Use this link to reserve your guestroom in the WBA discounted room block.

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Registrant Information

Name _____ Title _____

Company _____

Address _____ City/ST/Zip _____

Email _____ Phone _____

Registration Total Cost \$ _____

Payment Information

Please charge my credit card Check is enclosed Invoice To: _____

Card Number _____ Exp Date _____

Billing Address _____ City/ST/Zip _____

Billing Contact _____

Billing Contact Email _____ Phone _____

Register: reg@wabankers.com

Mail: Washington Bankers Association, 601 Union Street, Suite 1720, Seattle, WA 98101.

Call: (206) 447-1700. **Online:** www.wabankers.com.

* 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: For all cancellations that occur up to seven days prior to the start date, a \$50 cancellation fee will be charged. For cancellations with less than seven days notice, there will be no refunds. A substitute can attend at no fee. Cancellation Procedure: Cancellations must be sent in writing to the WBA office via email, fax, or mail. No refunds will be granted until a written cancellation request is received by WBA.