

# NCUL's Marketing Workshop

## September 17 & 18

Hilton Garden Inn 801 R St. Lincoln, Nebraska

### Thursday, September 17

#### 8:30 a.m. - Registration & Continental Breakfast

#### Maximizing Social Media: Community, Conversation and Content 9:00 a.m.- 10:00 a.m.

Social and Digital media aren't the channels of the future, they are the channels of today's mainstream consumers. Learn about maximizing these channels to your credit union's advantage, including developing an online community, engaging in conversations with your followers, and creating the content they find interesting. We'll also discuss the nature of different platforms. Please feel free to bring examples and questions regarding your own social/digital campaigns.

**Speaker:** Amaia P. Stecker is the Senior Social Media Manager for CUNA. She is responsible for strategy and content relating to social and digital media as channels of message distribution. Amaia also focuses on ensuring brand and message integrity on the personal professional social accounts of CUNA's spokes people and designated experts. In addition, Amaia provides strategic guidance and training of social media channels to our league partners, member credit unions and internal staff.

#### Making Google Work for You 10:15 a.m - 11:30 a.m.

This session will explore the underlying technology that powers the Google platform, and how organizations can leverage this to their advantage. Going beyond search, this will look at trends Google is seeing in cloud, mobile, collaboration, and the interconnectedness of the digital aspects of our everyday lives as well as provide suggestions and resources to improve how Google sees your organization's online presence.

**Speaker:** Loren Hudziak. Loren is a Google Solutions Architect having worked in the IT industry for 18 years. He initially started as an application developer and DBA before shifting to big data and analytics solutions. Prior to Google, he worked on numerous commercial and government systems through work at Oracle, Borland and IBM.

#### 11:30 - 12:30 - LUNCH

#### Return on Investment: Metrics and Measurement, Impact of Influencers 12:30 p.m. - 1:30 p.m.

More than just pictures of lunch, grandkids and soapboxing, social and digital media can increase brand awareness, drive website traffic, improve member loyalty and influence decision makers. This session will focus on the analysis of posts, campaigns and how to increase reach and impact of message on both the consumer and advocacy messages. Examples of past events will be discussed as well as ideas for future opportunities. We will also touch on the impact influencers can have on the success of a campaign. Please feel free to bring examples and questions regarding your own social/digital campaigns.

**Speaker:** Amaia P. Stecker, Senior Social Media Manager, CUNA

#### Structuring for and Leveraging Omni-channel Transformation 1:45 p.m. - 3:00 p.m.

The banking industry continues to be challenged by regulatory changes, revenue replacement and constant cost pressure. As important as these issues are, however, nothing compares to the challenges facing financial institutions across their business model and channel strategy. There are two key questions:

- What is the right mix of channels to provide value to members while increasing revenue?
- How do I align all my internal resources to support this new model?

In this session, we will explore the potential mix of future channels as well as the concept of casting off channels which no longer make economic sense for the credit union. We will also discuss how the money saved from this rationalization should be utilized to address delivery capabilities which may be lacking, or others which promise higher returns in the future as institutions re-think their channel strategies.

#### 3 takeaways:

- Future channel strategies and selected industry benchmarks
- Budgeting strategies for innovation and other initiatives
- Aligning resources for optimal customer value and impact

**Speaker:** Mike Riss. Director, Conversion Sales for Digital Insight. Michael manages new client sales efforts and leads a team of professionals who provide strategic consultation to help financial institutions maximize the profitability of their online channels. Michael has over 20 years of experience in enterprise sales; 15 of which are in the financial services industry. A native of Iowa, he now lives in Salt Lake City with his family and received a Bachelor of Science degree in Economics from the University of Utah.

#### Compliance for Marketing Managers 3:00 p.m. - 4:15 p.m.

Brush up on what you need to know to keep your ads in compliance. This session will help you identify what compliance requirements apply to various products, and will provide the tools you need to understand what you need to say and when. Topics covered include:

- The two basic advertising requirements: accuracy and non-discrimination
- Advertising share products
- Advertising loan products
- Non-deposit investment products
- CAN-SPAM – email
- Unfair, deceptive or abusive acts or practices
- Promotions and giveaways

**Speaker:** Chris Collver. As Senior Compliance Officer, Chris is responsible for assisting credit unions with their compliance needs. He is a resource for communicating new compliance-related requirements, responding to compliance questions, and writing and reviewing policies. Chris provides a comprehensive resource of federal credit union regulations and offers training and education services to credit union professionals.



Day 2 agenda on next page

Friday, September 18

Continental Breakfast - 8:30 a.m.

Rock Your Content Workshop - 9:00 a.m. - 12:00 Noon

Does your marketing flirt? And if it does, does the brand match? Instead of listing features and benefits, talk to them like they're human - because they are. And give them a feeling for who you are through your branding and marketing content.

This talk will motivate you to stop talking about marketing and start implementing. We'll find your branded voice, match you up with the best platforms, and get you started on a content marketing campaign. It's up to YOU to rock your content.

You'll walk away with:

- Examples of great B2B & B2C marketing on any budget
- Tips to ensure your brand is what you want
- Inspiration to take everything up a notch
- The motivation to get all your humans on board

**Speaker:** Melanie Spring. As Chief Inspiration Officer at Sisarina, if she's not inspiring you, she's not doing my job. Writing articles on how to grow your business, live your brand, and be a better entrepreneur, the passion she has for helping others grow comes through. Speaking about how to rock your content in order to get great word of mouth while living your brand allows her to get you jazzed up about making things happen. Writing and speaking are the two ways she shares her enthusiasm for branding. With a degree in Marketing, experience building websites since the internet was a baby, and the skills to grow businesses by teaching them how to live their brand, she knows that she can help you make big things happen.

12pm - 1pm - LUNCH

Best Practices Panel - 1:00 p.m. - 2:15 p.m.

Listen to a panel of your peers as they share their best and maybe even some of their worst marketing experiences. Bring your questions and ask, ask, ask!

60 ideas in 60 minutes/Wrap Up - 2:30 p.m. - 4:15 p.m.

We will spend 1 hour coming up with 60 ideas to help you make your credit union marketing bigger and better. You'll have pages of notes to take back and share with your staff!

There will be tables in the back of the room for any marketing brochures, giveaways, chachkis, etc. you would like to share with the group.

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Nebraska credit unions, please register online at: [www.nebrcul.org](http://www.nebrcul.org)

Hilton Hotel Room Block  
Hilton Garden Inn - Haymarket, Lincoln, Nebraska 402-475-9000

Mention Nebraska Credit Union League when calling to receive \$109 room rate.  
Reservation deadline, September 5th.

Questions? Contact Amy Shaw at: [ashaw@nebrcul.org](mailto:ashaw@nebrcul.org) or call: 800-950-4455

Cancellations allowed 72 hours prior to event. No shows will be charged.

Conference fee: \$299 per person  
Credit Unions less than \$15M may attend free!



Registration  
Deadline is  
September 10

NEBRASKA CREDIT UNION LEAGUE

# MARKETING WORKSHOP

SEPTEMBER 17/18 LINCOLN, NEBRASKA