



Marketing & Communications Conference
April 6-7, 2010
The Alluvian Hotel, Greenwood

SCHEDULE

ACCOMMODATIONS: Reserve your room at the Alluvian Hotel for \$170 plus tax per night by calling 1-866-600-5201. We have a block of rooms for April 6 only. Mention MBA to receive the special rate. Hotel cut-off date is March 14, 2010.

REGISTRATION: Includes the Apr. 7 conference, breaks, lunch.
MBA Member Fee: \$225
Non-Member Fee: \$450
Tuesday Night Dinner: \$60 per person

BREAKFAST: A Southern breakfast buffet is included in your stay. Breakfast is available starting at 6:30 a.m.

CANCELLATION: Full registration fees will be refunded if a cancellation is received on or before March 30, 2010. After that date, a \$50 processing fee will be retained. No refunds will be granted for cancellations made the day of the seminar. Substitutions are welcome at no extra charge.

DRESS: We recommend casual dress. To ensure your comfort in the meeting room, please bring a jacket or sweater.

Tuesday, April 6

Tuesday Evening activities are optional. (\$60; not included in registration fee)

7:00 pm **Dinner at Giardina’s, Alluvian Hotel**

Wednesday, April 7

6:30 - 8:30 am **Breakfast**, Terrace Room, 4th Floor

8 - 8:30 am **Registration**

8:30 am **Welcome & Introductions**

8:45 - 10 am **“Discover the Secrets of Social Media: Five Ways to Increase Your Bank’s Online Presence”** – Rory Rowland, Rowland Consulting, Independence, MO

10 - 10:30 am **Coffee Break**

10:30 - 11:45 am . **“Emerging Trends in Banking: What have your checking accounts done for you lately?”** – Dave Defazio, Strategy Corps, Brentwood, TN

11:45 am - 1 pm ... **Lunch & Speaker** – Bill Andrews, Viking

1 - 2:15 pm **“Successful Campaigns: 3 Strategies to Put ‘Zip’ into Your Marketing Campaigns”** – Rory Rowland, Rowland Consulting, Independence, MO

2:15- 2:45 pm. **“30 ideas in 30 minutes”** Roundtable discussion

-Speakers-



Rory Rowland is a business consultant and dynamic seminar leader specializing in programs for financial institutions and banks on lending, technology, leadership, and communications skills. After serving as president of two financial institutions in Missouri, Rory began using his communications skills and specialized background to help financial and business organizations become more effective. Rory has presented his high energy, fun and humorous programs in all 50 states over the past 10 years as well as Canada and Mexico. Rory is continually one of the most highly rated speakers at state and national associations throughout the country. He holds an MBA in Finance and a BS degree in Economics.

“Discover the Secrets of Social Media: Five Ways to Increase Your Bank’s Online Presence” : Today, the online world is all about social media and Web 2.0 technology. What exactly is “social media”? We all know it’s the newest way to communicate online but how can we use it? Learn how to establish and cultivate relationships through active participation in online web sites. Think Facebook. Think Twitter. Think LinkedIn. Think Possibilities. During this session, you’ll discover:

- What social media is and how it will help you grow your bank’s online identity.
- The top three social media sites you need to be involved with.
- Get real-life examples of banks that are successful using social media and how they are doing it.
- Step-by-step guidance on using the top social media platforms.
- Tips & resources to help you get the most out of social media platforms

Explore with Rory the amazing abilities of social media networking. Look at some powerful examples of companies and organizations that have harnessed social media and consequently grown!

“Successful Campaigns: 3 Strategies to Put ‘Zip’ into Your Marketing Campaigns”: Discover the secrets of the best marketing campaigns of community banks. Learn how to develop the key elements of an effective campaign.



Dave DeFazio, prior to joining StrategyCorps as Partner, was Senior Vice President of a \$1 billion asset bank, where his responsibilities included Retail Banking, ATM, Internet, and Customer Relationship Management strategies. Prior to that, Dave was Vice President for Private Business, Inc. He also completed management-training programs at NBD Bank and National City Bank. Dave’s extensive banking and financial services experience makes him a key strategist in the areas of product design, branch sales/service management, incentive programs, training programs, & marketing. Dave received his B.A. in Economics and Mathematics from Ohio Wesleyan University.

Emerging Trends in Banking - “What Have Your Checking Accounts Done for You Lately?”

In too many cases, the answer is, “not much”. Many banks struggle with the right retail checking line-up to offer. Some over-think it, trying to sell way too many accounts. Others under-think it, basically just offering free checking. And others don’t think about it all, offering the same old accounts they’ve had for years. Be sure to bring your current line-up to the session to compare with the top performers retail line-up strategy and learn how to offer more to your customers.

This presentation focuses on:

- The three simple things your bank needs to do to win the retail checking battles
- How market segmentation is important but the way consumers buy checking accounts is more important
- Why your checking products matter today more than ever
- How account design, line-up strategy and a simple branch sales process will help your bank become a top retail checking performer



Bill Andrews has served as Director of Marketing Communications for Viking since March 2004. Bill’s job responsibilities include overseeing brand management, advertising, public relations, designer relations, database marketing, trade show offerings, ecommerce, and internet offerings. Before joining Viking, Andrews served as the director of marketing for several of the country’s fastest growing financial institutions. He was named director of marketing for the NYSE-traded Union Planters Corporation at the age of 35, and during his 6 year tenure helped the company increase total assets by over 600%. Bill is a 1980 graduate of The University of Mississippi with a degree in finance. He furthered his education at The School of Bank Marketing, University of



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Colorado, where he graduated with distinction in 1988.

MBA Marketing Conference 2010 - Registration Form

Bank Name: _____

Bank Address: _____ **City, State, ZIP:** _____

Phone: _____ **Fax:** _____

Registrant Name: _____ **City (for name badge):** _____

Registrant Name: _____ **City (for name badge):** _____

Fee: ___ \$225 MBA Member Fee ___ \$450 Non-Member Fee

Tuesday Evening Dinner at Giardina's (\$60 each ticket; not included in reg. fee): _____ **Number of Tickets Needed (Spouses welcome):** _____

Each individual registrant will receive a confirmation of registration via email or fax. Please contact the MBA at (601) 948-6366 if you do not receive a confirmation within 48 hours.

Please register by FAX to 601-355-6461 attn: Brittany Martin, or mail to MBA, PO Box 37, Jackson, MS 39205.