



# Community Bank Marketing Strategies

April 30 - May 1, 2015; Kansas City, MO

Industry consolidation, financial reform, and aggressive new competitors have combined to fundamentally change the landscape in which community bank marketers operate. This seminar is designed to provide relevant, timely information, practical and affordable marketing tactics, and best practice examples for marketers whose banks need to succeed in today's challenging environment.

### Who should attend:

Marketing officers, senior managers and directors.

### Our Instructor:

**Becki Drahota** founded Mills Financial Marketing in 1975, a firm that serves financial institutions across the nation with strategic and innovative marketing solutions. Becki holds an Executive MBA from the University of Nebraska-Omaha, and frequently speaks at national and state financial industry conferences.

### Hotel Information:

- To make your hotel reservation, contact the **Embassy Suites KCI Airport (MO)** at (816) 891-7788. To secure the negotiated rate of **\$141** for this program, you must make your hotel reservation by **4-8-15**.
- For special assistance needs, please call the hotel directly or contact the ICBA Education Department at (800) 422-7285.

### Topics Include:

- How to make marketing relevant and responsive to the bottom line
- Building (or rebuilding) brand equity
- Social media and eMarketing
- Advertising compliance
- Take your PR from entitlement to enlightenment
- Marketing research
- How marketing can support business banking

### Schedule:

**Day One** 8:30 am to 4:30 pm

**Day Two** 8:30 am to Noon

All materials will be provided and lunch will be included on Day One.

Independent Community Bankers of America (ICBA) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).  
Delivery Method: Group-Live

Prerequisites - No previous experience and training is necessary.

12 CPE Credits Program Level: Intermediate

### Registration Information:

Applicant's Name (Mr. Mrs. Ms.) \_\_\_\_\_ Badge Name \_\_\_\_\_

Current Title at Bank \_\_\_\_\_

Sponsoring Bank (or Bank Client) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (Area Code and Number) \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_

**Fees: ICBA Members** (prior to March 30)—\$495  
(after March 30)—\$595

**Nonmembers**—\$695

**Bank Director Program Participants**—\$395

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A check payable to ICBA is enclosed

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**Refund Policy:** If registration is canceled more than 30 days prior to the seminar, you will receive a full refund. If cancellation is within 30 days of the seminar, 20 percent of the fee will be deducted for costs. No refund for registrations canceled after beginning of seminar.

Airfares will not be reimbursed if a seminar is cancelled.

### Send or Fax Registration To:

ICBA Education Dept, P.O. Box 267, Sauk Centre, MN 56378

Online: [www.icba.org/education](http://www.icba.org/education)

Fax: (320) 352-5366

Phone: (800) 422-7285, ext. 7334

Email: [Education@icba.org](mailto:Education@icba.org)