



2020 Growth & Transformation Series



Driving Engagement with Facebook, Twitter & Instagram

Banking Millennials: The Next Generation of Revenue

Digital Marketing Strategies: What's Working in 2020?

Leveraging LinkedIn for Lenders

Introduction

WHY PARTICIPATE?

From leveraging social networking platforms to your advantage, to attracting the next generation of account holders, to taking your digital marketing strategy to the next level, this informative series provides proven strategies for consumer engagement, growth and loyalty. Join us to learn how to drive engagement, widen your customer base, and ensure your digital marketing strategies drive growth in 2020.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

The LIVE WEBINAR registration option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allows entrance to the seminar. The session is approximately 90 minutes, including question-and-answer sessions.

Seminar materials are sent prior to the broadcast along with hookup instructions. Your pin number, hookup instructions and handouts are e-mailed to you. You need the most current version of Adobe Acrobat Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK

Can't attend the live webinar? The on-demand web link is a recording of the live event including audio, visuals and handouts. You even receive the presenter's e-mail address so you may ask follow-up questions. Within five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK

Includes options 1 and 2 above.

Listen on your iPad, iPhone, or Android

(Instructions will be emailed to you with the on-demand link).

Dates and Time

DRIVING ENGAGEMENT WITH FACEBOOK, TWITTER & INSTAGRAM

May 27, 2020

DIGITAL MARKETING STRATEGIES: WHAT'S WORKING IN 2020?

July 1, 2020

BANKING MILLENNIALS: THE NEXT GENERATION OF REVENUE

June 16, 2020

LEVERAGING LINKEDIN FOR LENDERS

AUGUST 12, 2020

All Growth & Transformation Series webinars are from 2 - 3:30 p.m.

For More Information

Tracy McQuinn, Senior Vice President
Melinda McClelland, Vice President
Jennifer Nika, Vice President
Kim Harden, Administrative Assistant
Tina Horner, Administrative Assistant
Department of Education & Special Events
800/736-2224 or 217/529-2265 Fax: 217/585-8738
Terry Griffin, Chicago Area Vice President
773/209-2260

DRIVING ENGAGEMENT WITH FACEBOOK, TWITTER & INSTAGRAM

Wednesday, May 27, 2020

Eric C. Cook, WSI Internet Consulting

If your bank wants to connect with consumers on social media, the three main platforms are Facebook, Twitter and Instagram. Each has advantages and challenges when trying to get your message across and build audience relationships. This program explores the power of video

(both pre-recorded and live streaming), the impact of hashtags, creative use of images and much more! Attend this webinar to up your game on these consumer-focused social platforms.

BANKING MILLENNIALS: THE NEXT GENERATION OF REVENUE

Tuesday, June 16, 2020

Diane Pape Reed, CU Doctor

How do you reach Millennials and Nexters? Because their habits and mindsets often differ from older generations, the same old techniques and tired approaches won't reach them. You have to be adaptable. From exploring the "new"

sales conversation to learning how to fine tune your social media and online skills, to learning what makes them "tick," this webinar provides a host of tips and techniques for raking in the revenue from this often-elusive clientele.

DIGITAL MARKETING STRATEGIES: WHAT'S WORKING IN 2020?

Wednesday, July 1, 2020

Eric C. Cook, WSI Internet Consulting

There's a saying about traditional advertising: "Half the money I spend on advertising is wasted... the problem is I don't know which half." The good news in today's market is that digital marketing strategies can better track and optimize advertising dollars by allowing you to measure effectiveness, strategically place ads in front of key market demographics, and even target based on location. Add the

power of mobile device targeting, email communication, remarketing for top-of-mind awareness, and you've got a powerful strategy to build awareness and produce results. Join us for an update on the 2020 digital marketing trends (what's working and what's not) and refine your marketing strategy for the remainder of the year.

LEVERAGING LINKEDIN FOR LENDERS

Wednesday, August 12, 2020

Eric C. Cook, WSI Internet Consulting

In the world of lending, relationships matter. Any successful lender says that it's all about the connection with the borrower – and this connection can determine whether you get the loan. With LinkedIn being the world's number one social network for business professionals, it's important that lenders put their best foot forward. How's your profile looking these days? When

was the last time you posted something truly valuable that educated and inspired your connections? If you're having a hard time answering these questions, or looking for ways to reach the next level, this webinar ensures you're getting the most out of your time on LinkedIn.

Registration Forms and Fees

You can choose to participate in the Growth & Transformation Telephone/Webcasts as a series or as one or more stand-alone webinars.

GROWTH & TRANSFORMATION TELEPHONE/WEBCAST SERIES (ALL FOUR SESSIONS)

Purchase (Check one)	Training Options <i>(Registration includes one location hook-up)</i>	CBAI Member	Non-Member*
	Live Webinar	\$1,100	\$1,900
	On-Demand Link	\$1,100	\$1,900
	Special Pricing for Live Webinar & On-Demand Link	\$1,500	\$2,300

INDIVIDUAL SESSION

Purchase (Check one)	Training Options <i>(Registration includes one location hook-up)</i>	CBAI Member	Non-Member*
	Live Webinar	\$275	\$475
	On-Demand Link	\$275	\$475
	Special Pricing for Live Webinar & On-Demand Link	\$375	\$575

***Only financial institutions/firms eligible for CBAI membership.**

Please check below which session(s) you are registering for.

- May 27, 2020 – “Driving Engagement with Facebook, Twitter & Instagram”
 June 16, 2020 – “Banking Millennials: The Next Generation of Revenue”
 July 1, 2020 – “Digital Marketing Strategies: What’s Working in 2020?”
 August 12, 2020 – “Leveraging LinkedIn for Lenders ”

Name _____

Bank _____

Address _____

Phone _____ Email* _____

*(E-mail address required for registration).

Fax this registration form to: 217/585-8738 Call for more information: 800/736-2224

Mail Registration to: CBAI Education Department, 901 Community Drive, Springfield, IL 62703

Name as It Reads on Card _____ Card Number _____

Billing Address of Card _____

Expiration Date _____ Three-Digit Security Code _____ *(MasterCard, Visa & Discover accepted)*