

Marketing Your Community Bank In Today's Competitive Economy



June 10, 2020
Live E-Learning Seminar

Course Introduction

In today's "competitive" economy, how do you market your community bank, how do you market your department, how do you market yourself?

This seminar provides the participant with a strong understanding of the marketing concept as well as practical applications of marketing a community bank's "products and services."

Upon completion of the seminar, the participant has a good feel for market assessment, market segmentation and the target market. Additionally, the concept of niche marketing, the marketing mix (four Ps of marketing), branding, and economic models (industry life-cycle and market structure) are displayed.

The seminar also covers the human and analytical side of marketing, creating both a community bank and personal marketing plan, and ethical issues in marketing.

Additionally, mini-case studies are presented to illustrate the marketing concepts.

Who Should Attend?

Loan officers, business development officers and branch managers benefit from attending.

About the Presenter

David Osburn is the founder and managing member of David L. Osburn & Associates LLC, a Las Vegas-based business training and contract CFO firm that provides seminar/keynote speeches for various groups including CPAs, bankers, attorneys, trade groups and business owners. He also serves as a contract CFO for several clients including construction companies, medical practitioners and real-estate developers. Osburn co-manages a bank educational program with the University of Nevada – Las Vegas, and is a board member of North Star Business Services, a commercial lending company (commercial real estate and equipment financing).

His extensive professional background encompasses over 24 years in banking, finance and marketing. His bank commercial lending credentials include comprehensive loan underwriting, management, customer development and loan work-out experience. In addition, Osburn is an adjunct professor for Regis University, Denver, an accredited MBA program, and the College of Southern Nevada, Las Vegas, a community college. He has taught college courses for over 22 years, covering finance, accounting, economics, marketing, banking, business law and management.

Osburn earned an MBA in finance/marketing from Utah State University, Logan, and a BS in finance from Brigham Young University, Provo, UT. He is also a graduate of the University of Oklahoma, Norman, National Commercial Lending School.

Key Topics

- Gain an understanding of marketing the community bank, a department, and yourself in today's competitive economy
- Learn about the Marketing Concept and market assessment, market segmentation and the target market.
- Cover niche marketing, the marketing mix, branding and economic models related to marketing
- Review the human and analytical side of marketing
- Develop both a community bank and personal marketing plan
- Explore ethical issues in marketing
- Apply the marketing concepts through mini case studies



Registration Fees

Fees include hand-out materials, refreshment breaks, and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

Cancellation Policy

Registrants cancelling two days prior to each seminar receive 100% refund; one day prior, 50%; the day of the seminar, no refund. **All cancellations must be made in writing prior to the seminar day. Invoices and training materials will be sent to all "no shows."**

CBAI MEMBER

First Registration.....	\$265
Each Additional Person.....	\$245

****PROSPECTIVE-MEMBER**

First Registration.....	\$465
Each Additional Person.....	\$445

CDD members receive a 10% discount.

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

Zoom Seminar Information

For this E-Classroom Seminar, we are using Zoom Video Conferencing. Each participant receives an email from Jennifer Nika at CBAI, jennifern@cbai.com, to login. Participants also receive their seminar manual via this email. Each participant needs a computer or iPad to participate, but do NOT need a webcam. During the live presentation, participants can ask questions of the presenter and answer poll questions.

Registration Form

**MARKETING YOUR COMMUNITY BANK IN TODAY'S
COMPETITIVE ECONOMY
JUNE 10, 2020**

Please Print

Name of Bank _____

Address _____

City, State, Zip _____

Tel. No. _____

Name/Title _____

Email _____
(E-mail addresses are required for registration).

Name/Title _____

Email _____
(E-mail addresses are required for registration).

I have special needs, please contact me before the seminar.

Please select your payment method.

Check Enclosed Check in Mail
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**If you are paying by credit card, please fill out the following information.
(Visa, MasterCard & Discover accepted).*

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Call it in:
(800) 736-2224
(217) 529-2265

Date and Location

June 10, 2020

E-Classroom Seminar

Agenda

Please log-in around 8:50 a.m.
The seminar runs from 9 a.m. to approximately 4 p.m. with a 30 minute break for lunch at noon.
The seminar will break briefly in the morning and afternoon.

CBAI is a registered Public Accounting Continuing Professional Education (CPE) provider by the Illinois Dept. of Financial and Professional Regulation.

For More Information

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