

CBAI'S MARKETING AI BOOTCAMP

3.0



One Mission. Community Banks.

AUGUST 11, 2026

**SHAZAM Education Center
CBAI Headquarters, Springfield, IL**

~OR~

On-Demand Recorded Session

WHAT COMMUNITY BANKS NEED TO KNOW ABOUT THE NEXT WAVE OF AI

Artificial Intelligence is no longer an emerging technology. It's becoming a fundamental part of how businesses operate, how consumers interact with brands, and how employees perform their work. For community banks, the challenge is no longer whether AI matters. The challenge is understanding where the technology is headed and how to prepare for what's next.

Join Eric Cook, digital strategist, former community banker, and founder of *The LinkedBanker*, for CBAI's Marketing AI Bootcamp 3.0, an engaging and highly interactive workshop designed specifically for community banks. Building on the success of previous AI Bootcamps, this year's program moves beyond basic prompting and content generation to explore the next wave of AI innovation, including intelligent agents, workflow automation, governance considerations, workforce implications and the emerging trends that are reshaping customer expectations across every industry.

Whether your bank is just beginning its AI journey or actively exploring tools like Microsoft Copilot, this program helps you better understand how AI is transforming marketing, operations, leadership and the future of work. Unlike many AI programs that focus solely on tools, CBAI's Marketing AI Bootcamp 3.0 takes a broader view of how artificial intelligence is transforming organizations, industries and society. Attendees leave with a clearer understanding of where AI stands today, where it is headed tomorrow, and what community banks can do now to prepare for the future.

Key Topics

- Explore how AI has evolved from simple chat tools into intelligent assistants, automations and agent-driven workflows
- Learn how to maximize the value of tools already available within your organization, including Microsoft Copilot
- Gain exposure to emerging platforms and technologies that are influencing the future of AI
- Discover practical marketing, communication and operational use cases relevant to community banks
- Understand how AI is impacting customer expectations, employee roles and competitive positioning
- Examine the growing importance of governance, risk management, compliance and responsible AI usage
- Explore workforce considerations including employee adoption, training, change management and the evolving role of HR
- Identify key AI trends every banker should be monitoring over the next three to five years
- Develop practical strategies and action plans that can be implemented back at the bank

Who Should Attend?

This program is designed for **marketing professionals, retail bankers, operations leaders, HR professionals, technology teams, compliance officers, senior management and directors** seeking to better understand the opportunities and challenges AI presents for community banking.

No advanced technical experience is required, but an open mind (and access to an AI model for classwork) is strongly encouraged!

The future of AI is moving quickly. This bootcamp helps your institution separate signal from noise and focus on the trends, technologies and strategies that matter most.

Note: If you did not attend the first Bootcamp or Bootcamp 2.0, this program is still for you - and if you did attend - there is much more to learn!

Agenda

Registration begins at 8:30 a.m.

The seminar runs from 9 a.m. to approximately 4 p.m.

Continental breakfast and lunch provided.

Meet Your Instructor

Eric Cook is a self-proclaimed “recovering banker” who spent 15 years in community banking before pivoting in 2007 to launch a second act in digital strategy. An award-winning web designer and digital agency owner with WSI, Cook’s passion is helping community banks master the digital space through AI-enabled strategies, social media education, custom website development and more.

Cook is also the founder of *The LinkedBanker*, a members-only mastermind and mentoring community that helps banking professionals build their personal brand and stay relevant in the digital age. Cook is a frequent conference speaker, serves as a faculty member for several national and state banking schools, and has been the facilitator for CBAI’s Marketing Group Forums since 2019. He loves educating community bankers and leading the charge to help banks stay competitive and human in an increasingly tech-driven world.



Registration Fees & Information

CBAI MEMBER

First Registration..... \$299

Each Additional Person.....\$279

On-Demand Recording.....\$525 per bank

*CBAI member pricing is available to bank & associate members.
CDD members receive a 10% discount.*

PROSPECTIVE-MEMBER

First Registration.....\$499

Each Additional Person.....\$479

On-Demand Recording.....\$1,050 per bank

Only financial institutions/firms eligible for CBAI membership.

CANCELLATION POLICY

Registrants cancelling two days prior to each seminar receive a 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.”* Fees include handout materials, breakfast, lunch and refreshment breaks. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

TRAINING MATERIALS

Prior to the seminar, you will be emailed a link containing handout materials, seminar certificate, evaluation form and seminar attendee list. Please print and bring materials with you or download them on your own device to access during the program. CBAI will provide power cords in several designated locations to charge devices. **(NOTE: If you have NOT received the link one day prior to the seminar, please email Jennifer Nika at jennifern@cba.com or call 217.529.2265)**

The on-demand recorded session will be emailed approximately 10-14 business days after the live program. Your entire bank can utilize this recording as it includes the same training materials as the live program.

CONTINUING EDUCATION

CBAI is a registered Public Accounting Continuing Professional Education (CPE) provider by the Illinois Department of Financial and Professional Regulation. If you have earned an ICBA Certification, CPE credit earned through your state banking association may be submitted for CPE purposes. Please note, approval is subject to review and must satisfy the respective certification requirements.

Registration Form

CBAI's MARKETING AI BOOTCAMP 3.0

☐ August 11, 2026 - SHAZAM Education Center, CBAI Headquarters, Springfield, IL

☐ On-Demand Recorded Session

Bank Name _____ Telephone # _____

Address _____

City, State, Zip _____

First Registrant Name _____

First Registrant E-Mail _____ Title _____

Additional Registrant Name _____

Additional Registrant E-Mail _____ Title _____

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

Please select your payment method: ☐ Check Enclosed ☐ Check in Mail ☐ Pay at Door ☐ Credit Card*

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

Name as it Reads on Card _____

Billing Address of Card _____

Card Number _____ Exp. Date _____ Security Code _____

For More Information

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