

2018 Iowa Bankers Association

# Marketing Conference

April 25-27, 2018

West Des Moines Marriott Hotel

## Registration

The registration desk will be open:

Thursday, April 26 • 8:30 a.m. - 5:00 p.m.

Friday, April 27 • 7:30 a.m. - 11:00 a.m.

## Wednesday Night at El Rodeo

Wednesday, April 25 • 5:30 p.m.

*Sponsored by VGM Forbin*

Join us for drinks and dinner as we get ready for the 2018 Marketing Conference festivities with a south of the border flair. This is a great chance to visit and meet up with your conference peers.

## Make an Impact! Reception

Thursday, April 26 • 4:45 p.m.

*Sponsored by VGM Forbin*

Now the work is done for the day! Relax for the day, take some time to talk with your marketing friends, and have a great time. The reception will feature Candy Whirley. Her contagious humor will leave you energized and entertained.

## Conference Website

See the event website at [ibamarketing.com](http://ibamarketing.com) to access schedules, handouts, links to sponsors, exhibitors, speakers and more! It is accessible on your tablet, smartphone or computer.

[www.ibamarketing.com](http://www.ibamarketing.com)

## Tweet About It

Use the hashtag #IBAMarketing to share while you are here!



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## Thank you to Conference Exhibitors!

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profit



ideas



sales



impact



IOWA BANKERS  
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## Wednesday, April 25

**5:30 p.m. Fiesta at El Rodeo, West Des Moines**  
Join us for drinks and fun as we get ready for the Marketing Conference festivities with a south of the border flair.

## Thursday, April 26

**8:30 a.m. Registration**  
*Precon Area*

**9:00 a.m. Welcome & Introductions**  
*Grand Ballroom*

**9:05 a.m. Trend Watch 2018: Consumer Behavior Insights**  
*Grand Ballroom*  
*Shawna Suckow, The Buyer Insider, St. Paul, MN*  
There's one constant in consumer behavior: Change! Keeping on top of what consumers want is more of a challenge than ever. Technology constantly evolves, buying habits continuously confound, and frustration is commonplace with sales and marketing teams trying to stay relevant. Whether you're a large or small bank, customer acquisition and retention is key. Join Shawna as she shares her latest finding on the major and minor shifts in B2B and N2C consumer behavior that will impact your business in the year ahead. Her insight will help you empower your teams to have their best year ever.

**10:15 a.m. Break**  
*Sponsored by SHAZAM*

**10:45 a.m. Differentiating Your Bank's Marketing Strategy by Leveraging Your Relationship with the Media**  
*Grand Ballroom*  
*Patrick Dix, SHAZAM, Inc. Johnston*

The 24-hour news cycle and the rise of a "digital-first" news philosophy means financial institutions have an unprecedented opportunity to provide local media outlets with expertise and opinion, while gaining brand recognition, credibility, and free advertising for products and services. This session helps community bankers understand how newsrooms operate under the 24-hour "digital" news cycle, shows the new entry points into the modern newsroom, and the best avenues to deliver your message. It also helps you understand why newsrooms often call looking for a comment or an on-camera interview "right now" and why old ways of marketing and PR, like press releases, just won't cut it anymore.

**11:45 a.m. Lunch**  
*Sponsored by SPC/Convergint Technologies*  
*West Des Moines Ballroom*

**1:00 p.m. Breakout Sessions**  
**1. Marketing Compliance**

*Concord A*  
*Julie Gliha, Iowa Bankers Association, Johnston*  
Could you be derailing your own marketing efforts thinking your new campaign designs will not pass a compliance review? Could you be overlooking a critical ally in communicating the value of your bank brand by not truly understanding what your compliance team is saying? Get past "no, you can't" from your compliance officer with a "... but here's how you can" discussion. Uncover compliance myths and dispel the misconceptions with a greater understanding of today's top marketing compliance issues.

**2. Banking on Your Site Being Accessible – Is It?**  
*Concord B*

*Christina Thronson, VGM Forbin, Waterloo*  
Are you stressing out about the Web Accessibility requirements and need a life line? Do you understand the impact the upcoming Google Mobile First algorithm update will have on your site? Then you've come to the right place! As a Financial Services provider, the growing list of compliance guidelines for your site can be overwhelming. This presentation will not only teach you how to make your site an inclusive and mobile friendly experience for all users, but how implementing equal access can expand your reach. This presentation will highlight the benefits of web accessibility to your visitors and the integral part it will play in your business's growth.

- Understand WCAG 2.0 and Mobile First
- Learn how these updates effect your website.
- Understand the key principles to satisfying accessibility guidelines.
- Identify the ways you can create growth by implementing equal access standards.
- Define your compliance plan.

**3. Telling the Story – Making Sponsorships, Volunteering and Community Activities Count Panel**  
*Concord C*

*Lynne Hager, America Trust & Savings Bank, Dubuque; Elaina Kempin, Fairfax State Savings Bank, Fairfax; Liz Stowater, Iowa State Bank, Algona; moderated by Tony Dickinson, NCMIC, West Des Moines*  
Your bank gives a significant amount of money, time and effort to sponsorships, and community programs. Your staff contributes their time to volunteer efforts. How can you better leverage all that the bank and your employees do to "tell your story" as part of your marketing efforts. These public relations efforts can go hand in hand with your traditional marketing channels to create a unified message for your bank.

**2:00 p.m. Break**  
*Sponsored by SHAZAM*

**2:30 p.m. Breakouts Repeat**

**3:30 p.m. Break**  
*Sponsored by SHAZAM*

**3:45 p.m. Margaritas & Marketing! Learn from a Marketer –**  
*West Des Moines Ballroom*  
We are still getting down to business with this fast-paced session, but you can also enjoy a beverage with your peers. We'll use this time to help you get to know other conference attendees and discuss current issues and trends in marketing in a facilitated round-table session.

**4:45 p.m. Reception with Exhibitors featuring Candy Whirley**  
*West Des Moines Ballroom*  
*Sponsored by VGM Forbin*  
Now the work is done for the day! Relax for the day, take some time to talk with your marketing friends, and have a great time.

**6:00 p.m. Adjourn**

## Friday, April 28

**7:45 a.m. Networking Breakfast Discussion Session**  
*Sponsored by Harland Clarke*  
*Grand Ballroom*  
Enjoy a full breakfast buffet and network with your marketing peers about the issues that matter to you most.

**8:30 a.m. Personas, Programs and Promotions that Drive Growth Marketing Workshop**  
*Grand Ballroom*  
*Christine Tieri, ideaagency, Sturbridge, MA*  
Marketing has changed more in the past 5 years than it has in the previous 50. We are now in a conversation culture. Traditional advertising is pushed aside for quicker, faster, cheaper and more targeted digital tactics. New media such as social, inbound, video and other content-based communications are how consumers are learning about companies, brands, and people. Further, you now need to prove your marketing spend is getting incredible results and fast. In this workshop, we will dive into three areas that can help you better target your efforts and drive more growth.

**11:00 a.m. Door Prize Drawing & Adjourn**



## Featured Speakers

### Shawna Suckow

Shawna Suckow, was a million-dollar B2B buyer for more than 20 years. She brings that experience to the stage to deliver a unique message of how both B2B and B2C customers think, and how they've evolved following massive technology advancements and culture shifts. She's studied buyer behavior extensively, and knows what's working in sales and marketing right now (and what's not!). Her mission is to bridge the communication gap between customers and salespeople, to make the entire buying process easier for everyone. She's now spoken on 5 continents and in 12 countries.

### Christine Tieri

With a passion for problem solving and a quest for continuous improvement, Christine works with businesses, brands, communities, and individuals to help build their path to success. As the only Certified Brand Strategist in New England, Christine is driven to discover her clients' unique position, help them put a stake in the ground, and build programs to support their company goals. Prior to founding Idea Agency (previously smith&jones), Christine worked for New York City ad agencies – from creative boutiques to global firms. She took the good (amazing creative, incredible service), left the bad (bureaucracy, expensive sandwiches), and started up her own agency.

### Candy Whirley

From the Hawaiian Islands to London, England, Candy Whirley is famous for her high energy enthusiasm, innovative training activities, and contagious sense of humor. She is a dynamic speaker dedicated to sharing over 20 years of her expertise to help professionals improve their job performance and achieve their personal goals. Candy is most known for her interactive keynotes and breakout sessions, whether the request is team building, relationships or leadership skills, her clients know the audiences will be interactive, energized and entertained!

## Conference Website

[ibamarketing.com](http://ibamarketing.com)

Conference agenda, hotel registration links, handouts and more are on the IBA Marketing Conference website - [ibamarketing.com](http://ibamarketing.com). It's your source for conference info.

## Social Media

[#IBAMarketing](https://twitter.com/IBAMarketing)

Share what you're doing at the conference on social media with the hashtag [#IBAMarketing](https://twitter.com/IBAMarketing)!

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# IBA 2018 Marketing Conference

Thank you to the exhibitors, sponsors, and  
IBA marketing committee!

## Marketing Conference Exhibitors

### Bank Marketing Center

[www.bankmarketingcenter.com](http://www.bankmarketingcenter.com)

### Curtis 1000

[www.curtis1000.com](http://www.curtis1000.com)

### Harland Clarke

[www.harlandclarke.com](http://www.harlandclarke.com)

### Iowa Bankers Association/Strategy Corp.

8800 NW 62nd Ave., Johnston, IA 50131

[www.iowabankers.com](http://www.iowabankers.com) and [strategycorps.com](http://strategycorps.com)

### Iowa Finance Authority

[www.iowafinanceauthority.gov](http://www.iowafinanceauthority.gov)

### SHAZAM, Inc.

[www.shazam.net](http://www.shazam.net)

### Straub Marketing

[www.straubcorp.com](http://www.straubcorp.com)

### VGM Forbin

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