

2020 Iowa Bankers Association Marketing Conference

Building Up Banking

Aug. 19-21, 2020 • West Des Moines Marriott

As a bank marketer, you are charged with many tasks. By planning ways to increase profitability and growth, your role is to build up the bank. At the IBA Marketing Conference you can discover new ideas, build on your great plans and develop momentum for the future that will build up your bank. This year's conference includes sessions on digital transformation, online strategies to promote your bank, social media strategies, using bank data to increase revenue, effective writing strategies, and being sincere with service. In addition to the information you will gather at the presentations, take advantage of this year's Exhibit Hall for more ideas and solutions. Additional creative inspiration will come from several sessions with your peers where you will have the opportunity to learn and network from the best marketers in the state! The conference is an opportunity for you to build up your bank marketing. Register today!



Conference Location

West Des Moines Marriott

Room rate: \$124

1250 Jordan Creek Parkway, West Des Moines

Ph. 515-267-1500

A block of rooms has been reserved at the West Des Moines Marriott. Reserve your rooms with the hotel directly. Request the IBA room block for conference rates. After Aug. 1, rooms are available on a space available basis only.

Registration

The conference includes breakfasts, lunch, reception, and all handouts.

Advance

Members \$325

Nonmembers \$650

Cancellation Policy: Refunds allowed any time.

Questions & What to Wear

Call IBA at 800-532-1423 with questions about the event. Attendees are encouraged to be comfortable in business casual throughout the conference.

Marketing Meet-Up at Central Standard

Wednesday, Aug. 19 • 5:30 p.m.

1222 SE University Ave., Waukee

Join us for an evening of fun at this Waukee fun spot where we will enjoy some beverages and food before the conference officially starts. New to the conference - please join us. It's a great chance to meet some new friends!

Marketing Conference Reception

Thursday, Aug. 20 • 4:30 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 Kathy Roche-Wallace, an engaging and inspiring speaker share tools about harnessing your power

Conference Website

ibamarketing.com

Conference agenda, hotel registration links, handouts and more are on the IBA Marketing Conference website - ibamarketing.com. It's your source for conference info.

Social Media

#IBAMarketing

Share what your doing at the conference on social media with the hashtag #IBAMarketing!



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Mail form with payment:

Attn: Registrar
Iowa Bankers Association, PO Box 6200
Johnston, IA 50131

or Register online at www.iowabankers.com

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Bank _____

Address _____

City _____ State _____ Zip _____ Phone _____

Name _____

Email _____

Name _____

Email _____

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Wednesday, Aug. 19

5:30 p.m. Marketing Meet-Up

Central Standard, Waukee

Sponsored by VGM Forbin and Iowa Bankers Association

Join us at this upscale diner where you can enjoy the company of fellow marketers. We will have appetizers, drinks and dinner in a casual atmosphere.

Thursday, Aug. 20

8:30 a.m. Registration

9:00 a.m. Welcome & Introductions

9:05 a.m. Digital Transformation

Kristin Sundin, Sundin Associates

One of the marketing buzzwords right now is “digital transformation.” We hear it all the time, but what does it mean? See what it can mean for the banking industry with a big picture overview of integrating digital technology across the business. From leveraging data, new technology, optimizing customer interactions, and AI, what could this transformation look like at your bank?

10:15 a.m. Break

10:45 a.m. The Digital Dozen: 12 Strategies to Promote Your Bank Online

Eric Cook, WSI

When it comes to your bank’s online success, there are a number of factors that contribute to your success (or failure). While you may not be the individual updating your website or looking at site traffic reports at your bank, it is important that you have a high-level understanding of the key elements that make up an effective online presence - especially with today’s consumer going to the web first when looking for information about your bank. As the “digitization of the consumer” shows no sign of slowing down, it’s critically important to understand how to leverage an effective digital strategy to remain relevant.

11:45 a.m. Lunch

1:00 p.m. Social media: Paid, owned, earned

Patrick Dix, SHAZAM, Inc., Des Moines

Social media is increasingly being used for developing connections and advocacy efforts. Using a mix of owned, earned and paid social media increases engagement, raises awareness of your brand, and ultimately improves your bottom line. It’s a balance of what you are saying, what others are saying about you, and what paid messages are placed.

2:00 p.m. Break

2:30 p.m. Mining for Gold – Turning Your Bank’s Data into Dollars

David Carlson, Habberfeld, Indianapolis

As the race for core customers, core deposits and expanded customer relationships intensifies, it is imperative to have your financial institution positioned for growth. In the age of analytics and informed decision-making, financial institutions have a largely untapped source of internal data. Given this wealth of information, why aren’t more organizations utilizing it to improve results? During this session, we will explore specific and actionable strategies to use internal data to: (1) grow core customers, (2) increase core deposits and (3) deepen customer relationships.

3:30 p.m. Break

3:45 p.m. Round-table session

Join us for this popular session we’ve carried over from past years! We are still getting down to business with this fast-paced session, but you can also enjoy a beverage with your peers. 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 How to F.A.C.E. Your Challenges, Overcome, and Realize the Power Within

Sponsored by VGM Forbin

Kathy Roche-Wallace, Go Kathy Go!

Over drinks and appetizers, listen to an engaging and inspiring speaker share tools about harnessing your power. Life is full of challenges, that’s just a fact. While you likely won’t face something as extreme as a 3,000-mile bicycle race or a multi-day adventure race like Kathy, everyone has their own obstacles they need to overcome. To help you break through and achieve your dreams, endurance athlete Kathy Roche-Wallace will share the process she’s developed over her countless miles of biking, hiking, swimming (and more) that has helped her to take on any challenge, break it down, and overcome.

Friday, Aug. 21

7:30 a.m. Networking Breakfast & Roundtable Discussion Session

Enjoy a full breakfast buffet and network with your peers.

8:00 a.m. Be a Digital Prose Pro: Strategies for Persuasive Writing

Greta Perel, Ph.D., Kansas City, KS

What is the best approach to writing for digital media? In this session you will learn some ways you can quickly make your writing more effective and how you can persuade and motivate others through your message. Learn about persuasive struggles for professionals, writing that really works, and how to get started making your digital message shine.

9:00 a.m. Break

9:15 a.m. Panel Session

Find out more about what consumers look for in banking, products, Fintech, and more.

10:15 a.m. Break

10:25 a.m. The Sincerity in Service

Paul Long, Fundamism

What is a world-class customer experience? Are you certain that your definition will differentiate you from your competitors? Paul Long discusses the impact created when the customer has no doubt that your staff is genuine in their desire to help. Through Paul’s concept of Fundamism, you will learn principles that aid in listening and connecting with others while stressing the importance of sincerity in every interaction. “The Sincerity in Service” is designed to enhance your employee’s customer interactions while revealing additional opportunity to make a difference in all walks of life. Leave with a stronger understanding of the difference one person can make by showing a genuine interest in others and learn specific techniques on how to do so.

11:40 a.m. Door Prize Drawing & Adjourn