

Digital & Social Strategy Bootcamp

(Dept. 8)

Please type or print legibly.

Copy this form for additional participants.

Name

Nickname for Badge

Bank/Firm

Address

City/State/Zip

Phone

Fax

Emergency # (In case of bad weather, etc.)

E-Mail

Fees

☐ \$295 IBA Member

Participation in IBA programs is limited to members, associate members, and nonmembers from an eligible membership category at applicable member or non-member rates. Surcharge of 100% for Non-Members.

Payment Information

Total payable to the IBA Foundation, Inc.

☐ Check Enclosed ☐ VISA ☐ MasterCard ☐ AMEX

Account Number

Exp. Date

Dress is Business Casual

Register online: www.indianabankers.org

Return this form to:

IBA Foundation Inc.

8425 Woodfield Place Suite 155E

Indianapolis, IN 46240

317-387-9380 Fax: 317-333-7162

Image Use Policy: Registration in IBA events constitutes an agreement to the IBA's use and distribution of the attendee's image or voice. For more details: indianabankers.org/policy

We're Going (or We've Gone) Virtual!

While we may not be able to get together "in person" for this event as originally planned given the circumstances, we know that education/training to stay current and be the best banker you can be is important. That's why we're committed to providing this session and we're taking it online via webinar technology. Same instructor with the same content, but you'll have the ability to join from wherever you're located from the convenience (and safety) of your computer. We look forward to seeing you online!

Fees

The following fees include the program, training materials, continental breakfast, lunch and refreshments:

IBA Members

\$295 First Person

Surcharge of 100% for Non-Members This seminar will be held on Tuesday, April 21, 2020 online! You will receive your manual 2-3 days in advance should you want to print this to have during training At this time, you will also receive log in instructions.

Confirmation / Cancellation

The IBA will send confirmations as requested for its programs. Please check the appropriate box & include a fax number on the registration form. If you have questions, contact Marcy Borden at 317-387-9380 or via email at mborden@indianabankers.org. Within three or more business days prior to the day of an educational program, no cancellation charge will be assessed. Within two days prior, 50% of the fee is assessed. Refunds are not provided for cancellations or absences on the day of the program. Substitutions are welcome at anytime.



We're Going Virtual!

Digital and Social Strategy Bootcamp

Tuesday
April 21, 2020



Register online: www.indianabankers.org

Program Overview

As the world of digital marketing, social networking, and online activity continues to show no signs of slowing down, having a complete understanding and comprehensive plan in place is critically important as a community bank.

Meet Your Presenter



Eric Cook is known to many Indiana bankers, as he's been the facilitator for the IBA's Marketing Forum and a top-rated speaker at MEGA over the years. A former banker

himself of 15 years and digital agency owner for the past 13, he possesses a unique combination of banking and digital knowledge hard to find anywhere else. You'll learn a lot and also have some fun in what promises to be an information-packed and energetic full-day session. And don't worry... even though it's called a "*Bootcamp*" you won't be required to do any push-ups!

Agenda

8:30 a.m.	Registration & Continental Breakfast
9:00 a.m.	Program Begins
Noon	Lunch
1:00 p.m.	Program Resumes
4:00 p.m.	Program Adjourns

Seminar Topics

While there are going to be some main elements that we'll certainly want to be sure to cover, the day is going to be designed with sufficient time for discussion, sharing, questions, and exploring what YOU want to talk about. Below are some of the key topics:

- Explore the key elements of creating a digital marketing strategy (website, email, digital advertising, analytics, landing pages, etc.)
- Review functionality enhancements and success strategies for many of the popular social networking platforms such as Facebook, Instagram, LinkedIn, Twitter, etc.
- How to leverage video to tell your bank's story (both pre-recorded and live)
- Developing a strategy to engage staff as "social advocates" to help build a personal brand (while supporting bank marketing objectives)
- Building a profile of your ideal target customer(s) and the best way to engage and build relationships with them online
- Setting expectations for performance, tracking metric benchmarks, and measurement strategies to help determine results

If you'd like to provide feedback and participate in the pre-Bootcamp survey to provide additional details on what YOU are hoping to learn, please visit the survey link below. As a courtesy to the instructor, please complete the survey **before Friday, April 3, 2020**.

bit.ly/2020ibabootcamp

Bonus Perk

Each registrant that attends the Bootcamp is eligible for a 30-day visitor traffic analysis of their bank website home page using tracking code from the service **CrazyEgg**. You'll be provided with a short snippet of code to add to your website, and then desktop "clicks" and mobile "touches" will be recorded over the next 30-days.

Each bank will receive their own personalized recap report and narrative of activity for you to make strategic decisions on how to best use your website strategically. It's a great way to get a handle on how visitors are interacting with your "busiest branch office" and help discover ways to get customers to do more than just stop by and login to their accounts!

Who Should Attend

With the impact of digital and social strategies now reaching virtually all areas of the bank, individuals from various areas would find the session valuable. Of course, those managing marketing and retail activities for the bank will get a great deal of value, but senior management, lending (sales), and even compliance all would find valuable information to help with the creation (or enhancement) of a comprehensive digital and social effort at your bank.