

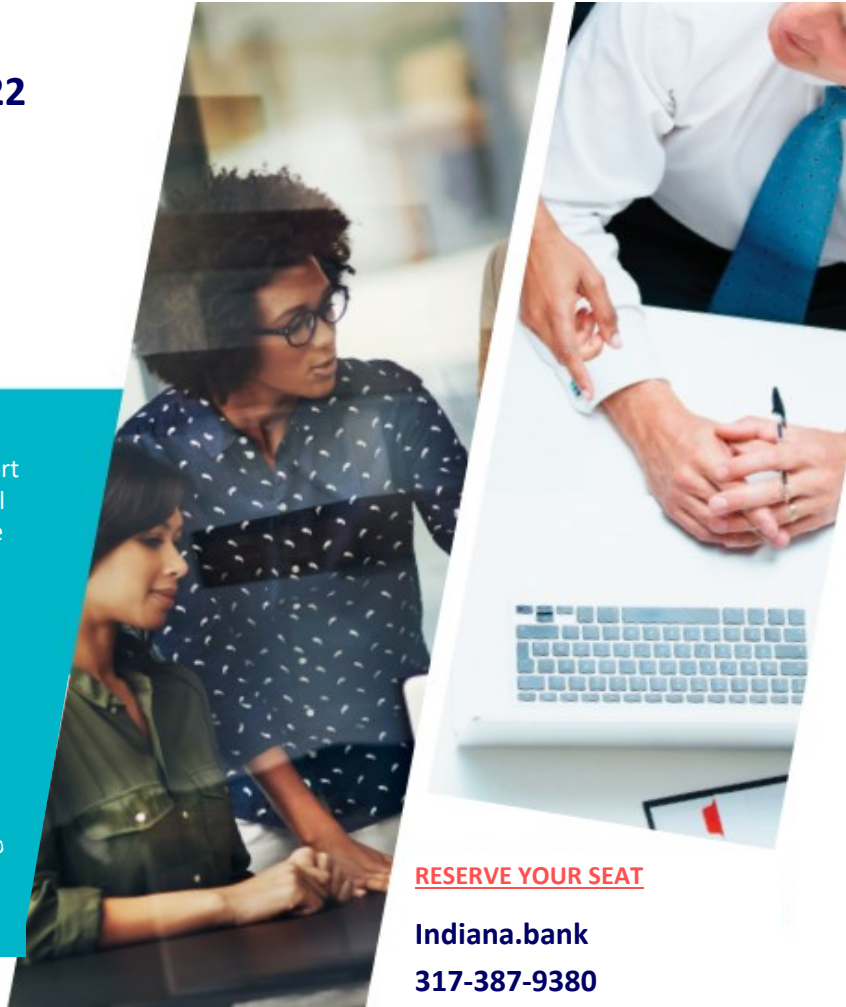
August 30, 2022

Enhance Your Bank's Performance with Strategic Marketing Management

PROGRAM OVERVIEW:

The knowledge base and management practices required to support effective sales and marketing efforts are changing daily. Traditional promotion solutions, focused on mass media and direct selling, are giving way to target marketing, digital communications and social media. So where is the proper balance to develop the highest priority activities?

The secret lies in strategic marketing, a condition that demands effective planning and execution. This workshop will help clarify critical decisions that must be made to ensure that every sales and marketing investment is producing an acceptable return on investment (ROI). Learn how to adopt a strategic approach to promotion planning. Learn how to use an easy-to-follow process to prioritize and implement your marketing efforts. See examples of effective sales and marketing management practices.

[**RESERVE YOUR SEAT**](#)**Indiana.bank**
317-387-9380

HIGHLIGHTS:

During the workshop, you will be challenged to assess your current marketing efforts and the traditional approach to developing marketing plans. Together with other bank marketing professionals, you will examine proven tools for creating a plan designed to contribute directly to your organization's strategic goals and objectives.

- Developing a strategic marketing plan
- Effective promotion planning
- Customer data and industry information management
- Customer research
- Employee surveys
- Calculating ROI (return on investment)
- Effective creative and copywriting
- Direct and digital marketing



Attendee Profile:

Marketing leadership or marketing support role, even Retail managers or anyone responsible for leadership of the customer experience.

Agenda:

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

Co-Sponsored by:

**Graduate School of Banking**
at the University of Wisconsin – Madison

PRESENTERS

Tom Hershberger

Tom is the CEO and founder of Cross Financial. Tom is a faculty member for the Graduate School of Banking at the University of Wisconsin, and the Schools of Banking in Iowa, Kansas and Nebraska. He also serves as an instructor for the Independent Community Bankers of America. Tom is the author of Marketing Financial Services, a textbook and online education series offered by the American Bankers Association.

Kyle Hershberger

Kyle Hershberger is the President of Cross Financial. Kyle's experience in banking, banking software, research and marketing services help clients focus on desired results. Kyle's industry expertise comes from working with financial institutions across the nation. Kyle has been at the forefront of research and planning to support financial institution sales and marketing activities.



REGISTRATION

Registration Fees

☐ \$295 IBA Member

☐ \$245 Additional 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.

Fees include the program, materials, continental breakfast, lunch & refreshments. Participation in IBA programs is limited to members, associate members, and nonmembers from an eligible membership category at applicable member or nonmember rates.

Cancellation Policy:

The IBA will send confirmations as requested for its programs. If you have questions, contact Beth Abney at 317-387-9380 or via email at babney@indiana.bank.

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.

Enhance Your Bank Performance with Strategic Marketing Management

Financial Institution: _____

Bank / Branch Address: _____

City/Town: _____ Zip: _____

Phone #: _____

August 30, 2022

(Dept. 26)

Please register the following individual(s):

First Name	Last Name	Email Address