

Agenda

- 8:30 am Registration
- 9:00 am Program Begins
- 12:00 pm Lunch
- 4:00 pm Program Adjourns



Location & Details

In this seminar will be held on Monday, June 24, 2024 at the IBA Center for Professional Development, 8425 Woodfield Crossing Blvd. Suite 155E, Indianapolis, IN. Directions, maps and a list of local hotels are available on our website at indiana.bank or by calling 317-387-9380. The program fees include training materials, continental breakfast, lunch and refreshments.

Confirmation/Cancellation

The IBA will send confirmations for its program. For more information contact Elizabeth DeHaven at 317-387-9380 or edehaven@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 the day before or absences on the day of the program. Substitutions are welcome at any time.

Key Topics

- Understand strategic ways AI can enhance your financial marketing initiatives.
- Insight into potential risks associated with AI and strategies to mitigate them.
- Addressing concerns around job displacement and how to leverage AI to increase your professional value.
- Comprehending the ethical considerations around AI usage in marketing, particularly relating to data privacy and learning how to navigate these concerns.
- Identifying the AI tools that best align with your specific marketing needs and objectives, from a plethora of available options.
- Learning strategies for building an AI-ready team, including training existing staff and effectively integrating new hires.
- Gaining insights into ROI measurement for AI implementations in marketing, including establishing relevant KPIs and interpreting their results.
- Staying ahead of the curve with insights on anticipated developments in AI that financial marketers should be aware of, ensuring readiness for future trends.
- Actionable strategies you can implement immediately to test and incorporate AI in your marketing function.



Marketing AI Bootcamp

Monday
June 24, 2024



Program Overview

This seminar explores the role of AI in shaping the future of marketing within financial institutions. Attendees learn about strategic applications of AI that can optimize their marketing functions and drive meaningful customer engagement.

The discussion also addresses common apprehensions related to AI, such as job security, and how AI, rather than replacing marketers, can amplify their capabilities and make them more valuable within their organizations. You are not only equipped with an understanding of AI's transformative potential but also provided practical steps to leverage AI in enhancing marketing strategies, safeguarding data privacy, building proficient teams, and preparing for the future.

By focusing on empowerment, we turn AI from a potential threat into a valuable tool for augmenting your capabilities, driving forward your strategies, and making a greater impact within your organization.

Who Should Attend?

Marketing and retail managers, senior management, sales managers and those in compliance would find valuable information to help with the website optimization at their bank. Those directly involved with the bank's website would benefit greatly from this seminar.

Meet Your Presenter



Eric Cook is a former 15-year community banker and has been a digital strategist since 2007. An award-winning web designer and digital agency owner with WSI, the world's largest digital agency network, Cook is a two-time contributing author of the best-selling book *Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing*. He possesses a unique combination of banking and digital marketing knowledge that is hard to find anywhere else. In 2020, to further serve the needs of community bankers, he launched the industry's first online mastermind community, called *The LinkedBanker*.

(Dept. 32)

Bank/Firm

Phone

Address

City/State/Zip

Name

Title

Email

Name

Title

Email

Name

Title

Email

Registration Fees

\$295 First Person

\$275 Each Additional Attendee

Payment Information:

(Please circle one): Invoice VISA MasterCard AMEX

Cardholder Name CVV Code

Card Number Exp. Date

Pay by Check: Mail this form with payment to:

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