2026 MARKETING DIRECTORS FORUM



IBA Center for Professional Development

8425 Woodfield Crossing Blvd., Suite 155E
Indianapolis, IN 46240

February 18, 2026 • June 23, 2026 • October 27, 2026

An Investment in Your Bank's Future!

The Marketing Directors Officer Forum will provide a platform and opportunity to exchange ideas freely and examine pressing issues in today's ever-evolving regulatory, cost-conscious and productivity-driven environment. Peer-to-peer sessions have proven very successful for other IBA membership focus groups.

Benefits of the Forum

- Improve your effectiveness as Marketing Director in the banking sector
- Discuss current industry trends and challenges experienced by other marketing professionals
- Review a wide-range of developments that affect bank marketing: strategies, tactics and results
- Identify and discuss ways to "do more with
- less" given budget and staff pressures
- Obtain access to highly respected industry experts
- Grow professionally as well as personally
- Discuss with peers what works and what doesn't

Possible Forum Topics

- Social media strategies and managing compliance
- Online advertising and search visibility
- Blogging and content creation strategies
- EMV debit card conversions
- Cross-media brand management
- Low-cost deposit acquisition
- Onboarding programs for new customers
- Reboarding existing customers – retention and relationship growth
- Elimination of free checking or replacement with fee-based account option
- Real estate loan volume migrating from refinance market to purchase market
- Competing with rewards-style, high interest checking accounts
- Introducing rewards programs for debit cards
- Retention of top loan customers
- Effective commercial business development programs
- Email marketing and customer education



Facilitator: Eric Cook

Eric Cook often times refers to himself as a "recovering banker" and worked for a publicly-traded community bank for 15 years. During that time he held a number of positions, including Marketing Director, as well as senior management, technology, HR and customer service. Now as a digital marketer and public speaker in the banking and fintech space, Cook remains closely connected to the online trends that are evolving for today's community bank and how to attract, engage and retain the new "digital consumer." He looks forward to bringing not only his expertise to the table to benefit Forum members, but his connections in the community banking and marketing arenas to ensure that forum discussions are on-topic and full of beneficial information for its participants.

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How the Forum Works

- IBA will organize the forum based on bank size and market to ensure that participants have as much in common as possible.
- Eight to ten topics will be discussed at each session; participants are strongly encouraged to suggest agenda topics of interest.
- Forum participants get the benefit of working with expert consultants on a cost-saving basis.
- Forum participants get the benefit of networking and making brief queries within their groups between meetings.
- Comprehensive handout compiled and provided to each group member, along with a binder for retention of handouts, notes and references.

Registration Fee for All Three Sessions:

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

$999 per IBA member

A surcharge of 100% will be applied for non-members.

Participation in IBA programs is limited to members, associate members and non-members from an eligible membership category at applicable member or non-member rates.

2026 Marketing Directors Forum

3 Session Registration
Dept 25

Please type or print legibly.

Bank Name _____

Attendee Name _____

Email Address _____

Additional Attendee Name _____

Email Address _____

Address _____

City _____ State _____ ZIP _____

Telephone _____

Cell # (in case of weather emergency) _____

Payment Information

Credit Card Information (check one):

☐ MasterCard ☐ VISA ☐ AMEX ☐ Invoice Me

Total Amount Due $_____

_____
Cardholder Name CVV Code

_____
Card Number Exp. Date

Session 1: February 18, 2026
Session 2: June 23, 2026
Session 3: October 27, 2026

Cancellation Policy:

Due to our commitments, the price is inclusive of all three sessions. A full refund for the three-session forum will be given for cancellations received prior to the first session. Any registrant who does not cancel before the first session will be billed the full registration fee and sent the materials. Substitutions are welcome at no additional charge.

INDIANA BANKERS ASSOCIATION

Register online at indiana.bank!