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|  | SuperCommunity Banks Marketing Agenda |
|  | Hyatt Regency Scottsdale Resort, Scottsdale, AZ  February 3 - 4, 2022  (Casual attire; jeans welcome) |

# [Wednesday, February 2nd]

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| [5:45 PM] | Meet Anat in the lobby. Anat’s mobile: (916) 717-1710. |
| [6:00 PM] | Optional dinner offsite\*. |

# [Thursday, February 3rd]

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| [7:30 AM] | Breakfast: Roundtable Discussions  • Bring 2-3 good ideas to share with the group  • Bring one best practice  • Discuss an example of what not to do (disasters)  • Modern day marketing department – skillset needed, positions, bringing agility to the business, etc.  • Bring questions you’d like to ask |
| [9:30 AM] | Date: integration between core and martech stack; management; hygiene (ongoing); standardization; front line data experience  Modernizing your marketing department: skillsets, positions, brining agility to the business, technology, etc. |
| [10:15 AM] | Break |
| [10:30 AM] | Talent conversation |
| [12:00 PM] | Lunch |
| [1:00 PM] | Marketing management tools and dashboards (bring yours) |
| [2:15 PM] | VOC/CX measurement |
| [3:30 PM] | Adjourn |
| [5:45 PM] | Meet in the lobby. |
| [6:00 PM] | Dinner offsite\*. |

# [Friday, February 4th]

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| [7:30 AM] | Breakfast |
| [8:00 AM] | Outside changes impacting our marketing activities – Google, privacy moves, Flock, Amazon Sidewalk, etc. |
| [9:00 AM] | 2022 – plans, calendar shifts, primary focus |
| [10:00 AM] | Break |
| [10:15 AM] | M&A conversation: opportunities when your neighbor gets acquired; defending your turf when you are the acquiror |
| [12:00 PM] | Adjourn |

\*Guests are welcome.

Note: Please bring copies for everyone.