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|  | SuperCommunity Banks Marketing Agenda |
|  | Marriott Long Wharf, Boston, MASeptember 20, 2023(Casual attire; jeans welcome) |

# [Tuesday, September 19th]

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

# [Wednesday, September 20th]

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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)• Bring questions you’d like to ask |
| [8:30 AM] | Social media strategy |
| [9:30 AM] | Deposits strategies through all channels |
| [10:30 AM] | Break |
| [10:45 AM] | Your favorite vendors – those you love to hate and those you just love – and why |
| [12:00 PM] | Lunch |
| [1:00 PM] | Marketing dashboard (bring yours) |
| [1:30 PM] | Brand conversation in an increasingly digital environment |
| [2:30 PM] | Commercial banking and wealth marketing ideas |
| [3:30 PM] | Adjourn |

\*Guests are welcome.

Note: Please bring copies for everyone.