###### SuperCommunity Bank Marketing Executives Peer Group Forum

**The Conrad hotel, New York City, NY**

**June 26, 2020**

**AGENDA**

*(Casual Attire, jeans welcome)*

##### Thursday, June 25th

 5:45pm Dinner offsite. Meet Anat in the lobby. Anat’s mobilenumber is 916-717-1710.

##### Friday, June 26th

 7:30 a.m. Breakfast: Roundtable Discussions

Bring 2-3 ideas to share with group

Bring one best practice

Discuss 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 Persona marketing – development, frequency, best practices

 10:30 Effective communication to customers

 11:30 Marketing to millennials and beyond

 12:00pm Lunch

 1:00 Marketing management tools and dashboards (bring yours)

 2:15 VOC/CX measurement

 3:15 Online reviews monitoring and responses

 4:00 Adjourn

NOTE: Bring the following with enough copies for all attendees

**NEXT MEETING: MONDAY-TUESDAY, DECEMBER 7-8, 2020**