###### SuperCommunity Bank Product Management Executives Peer Group Forum

**Hyatt regency Gainey Ranch, Scottsdale, AZ**

**January 24-25, 2022**

**AGENDA**

*(Casual Attire, jeans welcome)*

##### Sunday, January 23rd

5:45 Optional dinner. Meet in Lobby. Anat’s cell number is 916-717-1710

##### Monday, January 24th

7:30 a.m. Breakfast

8:00 Roundtable Discussions

Bring 2-3 ideas to share with group

Bring one best practice

Discuss what not to do (disasters)

Bring questions you’d like to ask

10:00 Break

10:15 Discussions continues

12:00 Lunch

12:30 Brand vs. product marketing

2:00 Cryptocurrencies and other new products

3:30 Adjourn

6:00 Dinner off-site\*

##### Tuesday, January 25th

7:30 a.m. Breakfast: Topics for our next meeting

8:00 COVID lessons – best and worst practices

9:15 Break

9:30 Products for growing consumer and small business loans

10:00 Intermittent sales campaigns vs. “always” product campaigns

10:45 Best product idea in 2022

12:00pm Adjourn