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

**Fairmont Copley Plaza Hotel, Boston, MA**

**September 21-22, 2020**

**AGENDA**

*(Casual Attire, jeans welcome)*

##### Sunday, September 20th

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

##### Monday, September 21st

 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 Cross-selling savings accounts

 3:30 Adjourn

 6:00 Dinner off-site\*

##### Tuesday, September 22nd

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

 8:00 Managing analysis waivers

 9:15 Break

 9:30 Products for growing core deposits

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

 10:45 Best product idea in 2020

 12:00pm Adjourn

**NEXT MEETING: MONDAY-TUESDAY, MARCH 15-16, 2021**