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

**Westin Kierland, Scottsdale, AZ**

**March 10-11, 2020**

**AGENDA**

*(Casual Attire, jeans welcome)*

##### Tuesday, March 11th

12:00 p.m. Lunch

 1:00 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.

Growing the business – Strategies, Tactics, Sales Models

Incentive Comp Plans

Talent attraction and retention

Trends in Investment Management

 Bring questions you’d like to ask

 2:00 Break

 2:15 Discussions continues

 3:30 Adjourn

 6:00 Dinner off-site\*

##### Wednesday, March 12th

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

 8:00 Business analytics, reporting and ownership

 9:15 Break

 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: TUESDAY-WEDNESDAY, SEPTEMBER 22-23, 2020**