###### 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**