

MarketMatch Brown Bag Lunch Series 2010 Schedule

Session Date: 3rd Friday of Each Month	Session Topic	Moderator	Description of Discussion
February 19, 2010	<i>4 Easy Steps to Effectively Creating Demand</i>	Bruce	The discussion will focus upon methods and strategies to engage your customer and member to activate the market and create demand. We will poll the attendees for questions and ideas prior to the session.
March 19, 2010	<i>5 Strategies for E-Marketing and Social Media</i>	Bruce <i>Guest: Jason Kincy</i>	The E-Marketing and Social Media session will discuss how to cost effectively leverage e tools to increase brand awareness, communicate with customers on their time, and tap into the youth market.
April 16, 2010	<i>Using Debit Card Programs To Replace NSF Fee Income</i>	Sharon	Connecting to your community is a key advantage for community banks and CUs, learn about several ideas to connect your checking, debit card, customer, and merchant all together in a way to drive acquisition, retention and income!
May 21, 2010	<i>Segmenting Your Market on a Community Bank Budget</i>	Mike	Identify, target and deliver...the three keys to segmenting. This discussion will help you move from provided "data" to "knowledge that cannot be ignored" for your bank and staff!
June 18, 2010	<i>Driving Checking Growth...in the new world</i>	Jamie <i>Guest: Dave Defazio</i>	Banks and CU's need to find a new value proposition for their checking portfolio and drive interchange income up, costs down, and relationships to a broader level...see how it is done!
July 16, 2010	<i>Moving to One-to-One</i>	Bruce	Customer acquisition and retention is on top of everybody's mind right now. Because it is so much more cost effect to keep a customer than to find another. This session will discuss the cost effective ways to do both!
August 20, 2010	<i>Onboard, RE-board, ALL aboard!</i>	Mike	This session will discuss the on boarding processes for all customer segments, share best practices and examples to onboard (cross sell) your customer and decrease their likelihood of walking out the back door.
September 17, 2010	<i>Defining Your Difference</i>	Eric	This session will help you break through the marketplace noise and emerge as the premiere choice in banking. We will discuss ways to identify what makes you different, the questions to ask and how to communicate it to the marketplace.
October 15, 2010	<i>Budget Planning and Allocation: 5 Key changes to your 2011 budget</i>	Bruce <i>Guest: Bank CFO</i>	Budgeting is tough enough in this economy. This session will discuss strategies to help you do more with less, maximize the return on EVERY dollar spent and get the most bang for the buck.
November 19, 2010	<i>Changes to Expect in 2011 for Community Banks and Credit Unions</i>	Eric	This session will help you see what is coming, prepare to engage the right tactics, and move your bank/CU ahead of the curve!
December 17, 2010	<i>From How to Wow</i>	Bruce	Perception is reality. This session will discuss ways get your staff to provide Disney-type experience with every customer, every time.