

MarketMatch Brown Bag Lunch Series 2012 Schedule

Session Date: 3rd Friday of Each Month	Session Topic	Moderator	Special Guest	Description of Discussion
January 20, 2012	Top 5 Issues Facing Marketers in 2012	Bruce Clapp	David Kreiman <i>Glenview State Bank IL - \$1.2B</i>	2011 proved to be an interesting year. 2012 will see many of the 2011 changes brought to life and the real impact will begin to be felt. The top 5 topics will be discussed.
February 17, 2012	Lessons Learned from a Frustrated Shopper	Eric Gagliano	Bill Burke <i>DayAir Credit Union OH - \$241M</i>	Where the customer/member meets the bank/CU can be a magical place or one filled with challenge. Here how one CU employed shopper techniques to get at the heart of their member's experience and make lasting changes to improve their delivery.
March 16, 2012	Increase Revenue with Increased Customer Experience	Melissa Worrel	Kim Sutter <i>Geauga Savings Bank OH - \$421M</i>	The customer/member experience is the lynchpin to success. The best marketing demands an effective POS delivery and customer/member experience. One Midwestern bank implemented focused plans to deliver big service from a little budget and staff.
SPECIAL SESSION May 18, 2012	Introducing NII-- Finding New Revenue	Eric Gagliano	Phil Markwell <i>Frost Insurance OH</i>	Every institution is seeking new opportunities for revenue and providing value to the organization and client. We will explore new avenues for finding new revenue!
June 15, 2012	Defining Your Brand: A Case Study	Bruce Clapp	Mike Balsimo <i>Peoples Bank OH - \$1.8B</i>	A Midwestern Bank faced issues of brand relevancy and definition. We will walk through the decisions made, the questions raised and the initial results.
July 20, 2012	Mega Results with Micro Sites	Eric Gagliano		Micro sites are dedicated and focused websites that are designed to drive traffic from a specific target group. Here how a Iowa bank leveraged their brand and value proposition through targeting their message, response and presentation.
August 17, 2012	Guerilla Marketing: Making Noise with Events/Special Activities	Melissa Worrel	Mitch Massey <i>Heritage Oaks Bank CA - \$980M</i>	Effective Guerilla marketing means being where your customers are and presenting a unique, relevant message that breaks the clutter! Key hints and thoughts about creating your own event...lessons learned from a successful community event in California.
SPECIAL SESSION September 21, 2012	Who's Playing in My Sandbox...an Introduction	Bruce Clapp	Nick Vaglio <i>Wells Fargo NJ</i>	The latest book by Bruce Clapp and Nick Vaglio focuses on the four connecting points to make marketing matter. Every registered attendee receives a FREE copy of the book!
November 16, 2012	Debit Card...the Impact and Rewards	Melissa Worrel	Heidi Young <i>Rewards Now WI</i>	It has been nearly a year since the Durbin act went into affect and impacted the entire product lines of debit. What impacts will last and what new opportunities have arise? We bring in an expert on debit marketing and creating demand in your portfolio.
December 21, 2012	Budget Planning and Allocation: 5 Key changes to your 2012 budget	Bruce Clapp	Ed Sloane <i>Peoples Bank CFO OH - \$1.9B</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.
BONUS CONTENT: December Session	Justifying Your Marketing Budget	Eric Gagliano		Now that you are completing your 2013 budget, many bankers have to justify their budgets and fight for new dollars. Listen to the process one institution implemented to quantify and defend their budgets and actually setting the stage for increases!
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