

2024 NEFMA Spring Conference Agenda

Time

Thursday, May 9

9:00 AM Registration Opens

10:00 AM Welcome Remarks
Speaker: Jamie Conaghan

10:15 AM Breakout: Multilingual Compliance
Speaker: Conor Heraty & Annarely Rodriguez, Motionpoint Translation Services
Breakout: The Relationship Between Finance and Marketing
Speaker: Dan Carey, Cambridge Savings Bank

11:15 AM Break and Networking with Exhibitors

11:30 AM The Power of Potential Performance: AI for Marketing
Speaker: Mark Gibson, Capital Performance Group

12:30 PM Lunch and Networking with Exhibitors

1:30 PM Breakout: The Future of Websites
Speaker: Dean Dorazio, Wakefly
Breakout: The Evolution of TV Advertising: From Traditional to Streaming TV
Speaker: Ryan Sheehy, Townsquare Media

2:30 PM Break and Networking with Exhibitors

3:00 PM Harnessing Video
Speaker: Pete Stackpole, Stackpole Partners

4:00 PM Panel Discussion: AI Strategies for Community Banking
Speakers: TBD

5:30 PM Welcome Reception
Sponsored by: HMC Advertising

6:30 PM 2023 NEFFIE Awards Show and Dinner

Time

Friday, May 10

7:00 AM Breakfast

8:15 AM

Welcome Remarks
Speaker: Jamie Conaghan

8:30 AM

Leveraging Data and Analytics to Drive Growth Through Addressable Media
Speaker: Joseph McCluskey, EXL

9:30 AM

Break

9:45 AM

Panel Discussion: NEFFIE Award Winners
Speakers: TBD

10:30 AM

Break and Networking with Exhibitors

11:00 AM

KEYNOTE: Self Management for Peak Performance
Speaker: Michele Lando, Skilset Communications

12:15 PM

Closing Remarks
Speaker: Jamie Conaghan