



NEFMA SPRING CONFERENCE AGENDA

MARKETING THROUGH THE MADNESS: TACTICS AND TAKEAWAYS FOR SUCCESS DURING UNCERTAIN TIMES

MAY 11-12, 2023 | MGM SPRINGFIELD | SPRINGFIELD, MA

NEFMA's 2023 Spring Conference will showcase tangible ways financial marketers can adapt to the dynamics that have significantly shifted in the three years since the onset of COVID-19.

Our conference, **Marketing Through the Madness: Tactics and Takeaways for Success During Uncertain Times**, will include two days of dynamic programming, networking opportunities, and presentations from experts and thought leaders, leaving you prepared and equipped to bring your financial institution's marketing to the next level!

SCHEDULE & AGENDA

DAY 1: THURSDAY, MAY 11

12:00 pm REGISTRATION OPENS

1:00 pm WELCOME AND CONFERENCE OPENER

1:10-2:15 pm **THE FORCES IMPACTING BANKING – AND WHAT IT MEANS FOR MARKETING**
SPEAKER: Ron Shevlin, *Chief Research Officer, Cornerstone Advisors*

DESCRIPTION

This presentation will discuss how consumers' banking behaviors and attitudes are changing, how fintechs are changing the face of banking, and how new technologies are changing the industry – and changing the financial institutions' marketing strategies and organizations.

BREAKOUT SESSIONS:

2:15-3:15 pm **REAL LIFE LESSONS: HOW TO MAKE YOUR BRAND STAND OUT IN A CROWDED MARKETPLACE**
SPEAKER: Adam Cruickshank, *Senior Associate Consultant, Rivel*



DESCRIPTION

Rivel will present two competing case studies side by side from two very similar community banks that faced the same issue: how to make their brand stand out in a crowded marketplace and attract the newest customers. Each bank tackled the issue differently and Rivel will share which one succeeded and why. The results will be drawn directly from thousands of surveys of each bank's prospects.

2:15-3:15 pm

DEPOSIT ACQUISITION

SPEAKER: Tricia Ciliberto, *Vice President & Marketing Strategist*, Marquis

DESCRIPTION

There are many outstanding ways to increase deposits by focusing on opportunities within your current customer base. Often, these opportunities are presented via simple data analysis. Join Marquis as they demonstrate how using simple measures to highlight micro-opportunities can lead to significant, consistent growth.

3:15-3:30 pm

BREAK

3:30-4:30 pm

ECONOMIC IMPACT OVERVIEW

SPEAKER: Gil Ehmke, *Senior Executive Vice President, Chief Financial Officer, Treasurer, and Chief Economist*, Hometown Financial Group | bankESB, bankHometown, and Abington Bank

DESCRIPTION

Join Gil Ehmke as he speaks on the impact of the current economy and how outside conditions are impacting the industry.

4:30-4:45 pm

NEFMA UPDATES

4:45-5:00 pm

BREAK

5:00-6:00 pm

RECEPTION & NETWORKING

6:00-8:00 pm

AWARDS DINNER

DAY 2: FRIDAY, MAY 12

7:00 am

CONTINENTAL BREAKFAST OPENS

8:30 am

WELCOME REMARKS

8:45-9:45 am

OVERCOMING BURNOUT



SPEAKER: David Greenwood, *Author, Speaker, and Podcast Host, Overcoming Burnout and Overcoming Distractions*

DESCRIPTION

Author David Greenwood will walk attendees through the complexities of burnout, what burnout can look and feel like, the causes of burnout and the steps marketing professionals can take to either recover from burnout or prevent it. Burnout is not what many on social media would like you to think it is, and David uncovers the more complicated side of feeling burned out, including real-life and street-smart stories and strategies.

9:45-10:00 am BREAK

10:00-11:00 am NEFMA AWARD WINNERS SHARE THEIR INSIGHTS
Panelists: TBD

DESCRIPTION

Attend this panel to hear from three of the top award winners from the 2022 Award Show! Bank representatives from several financial institutions will host a Q&A while discussing their winning campaigns, including their ideation process, how they worked to turn their creative visions into reality, and the response the campaign received from customers and the community alike.

11:05-12:05 pm COOKIELESS ADVERTISING
SPEAKERS:

- Paul Illouz, MassLive Media
- Jonathon Pombo, Advance Local

DESCRIPTION

Jonathan Pombo and Paul Illouz will explore the implications of the cookie-less world on marketing and advertising. With the phasing out of third-party cookies by major web browsers, marketers face significant challenges in targeting, personalization, and measurement. The session covers the latest trends, technologies, and strategies for adapting to the new reality and staying competitive in the digital landscape.

12:00 pm LUNCH & NETWORKING

1:00 pm CONFERENCE ENDS