

2012 Credit Union Marketing and Sales Symposium

May 16-18, St. Michaels, MD



THE CONFERENCE GROUP, LLC

2012 Agenda

Wed. May 16, 2012

3:00 - 5:00 Registration

5:00 - 6:00 Cocktail Reception – Bayside Deck

Thursday, May 17, 2012

7:00 - 8:00 Buffet Breakfast - Bayview

8:00 - 10:00 *Welcome and Keynote,
Marketing and Branding Expert*
Mark Arnold

10:00 - 10:30 Coffee with sponsors

10:30 - 11:45 DigitalMailer
“Changing the Unengaged Member”
Ron Daly and Greg Crandell

11:45 - 12:30 Lunch – Bayview

12:30 - 1:45 Visions, Ink
“Marketing Mix-ology”
Maggie Fielding

2:15 – 3:30
Marketing Round Table Discussion

Friday, May 18, 2011

7:30 – 8:30 Buffet Breakfast - Bayview

8:30 – 9:45 Compass4CUs
“Marketing Compliance – Not an Oxymoron”
Gaye DeCesare

9:45 – 10:15 Coffee with sponsors

10:15 - 11:30 CU Development Group
“From Wimper to WOW: Service that Sells”
Frank Hackney

11:45 - 1:00 Lunch
Country Club