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|  | SuperCommunity Banks Marketing Agenda |
|  | Westin Verasa, Napa, CA  March 1, 2023  (Casual attire; jeans welcome) |

# [Tuesday, February 28th]

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| [5:45 PM] | Meet Anat in the lobby. Anat’s mobile: (916) 717-1710. |
| [6:00 PM] | Dinner offsite\*. |

# [Wednesday, March 1st]

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| [7:30 AM] | Breakfast: Roundtable Discussions  • Bring 2-3 good ideas to share with the group  • Bring one best practice  • Discuss an example of what not to do (disasters)  • Bring questions you’d like to ask |
| [9:30 AM] | Deposit gathering in a riding rate environment |
| [10:15 AM] | Break |
| [10:30 AM] | Data: integration between core and martech stack; management; hygiene (ongoing); standardization; front line data experience |
| [12:00 PM] | Lunch |
| [1:00 PM] | Marketing management tools and dashboards (bring yours) |
| [2:15 PM] | VOC/CX measurement |
| [3:30 PM] | Adjourn |
| [5:45 PM] | Meet Anat in the lobby. Anat’s mobile: (916) 717-1710. |
| [6:00 PM] | Optional dinner offsite\*. |

\*Guests are welcome.

Note: Please bring copies for everyone.

\*\*The Retail Forum will be February 27 – 28, 2023 at the same hotel.\*\*