|  |  |
| --- | --- |
|  | SuperCommunity Banks Marketing Agenda |
|  | Marriott Long Wharf, Boston, MA  September 20, 2023  (Casual attire; jeans welcome) |

# [Tuesday, September 19th]

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

# [Wednesday, September 20th]

|  |  |
| --- | --- |
| [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 |
| [8:30 AM] | Social media strategy |
| [9:30 AM] | Deposits strategies through all channels |
| [10:30 AM] | Break |
| [10:45 AM] | Your favorite vendors – those you love to hate and those you just love – and why |
| [12:00 PM] | Lunch |
| [1:00 PM] | Marketing dashboard (bring yours) |
| [1:30 PM] | Brand conversation in an increasingly digital environment |
| [2:30 PM] | Commercial banking and wealth marketing ideas |
| [3:30 PM] | Adjourn |

\*Guests are welcome.

Note: Please bring copies for everyone.