**SCB Forums – Marketing Agenda**

Location TBD – September 18, 2024

(Casual attire; jeans welcome)

**Tuesday, Setpember 17th**

|  |  |
| --- | --- |
| 5:45 PM  | Meet Anat in the Lobby. Anat’s mobile: (916) 717-1710 |
| 6:00 PM | Optional dinner.\* |

**Wednesday, September 18th**

|  |  |
| --- | --- |
| 7:30 AM | Breakfast: Roundtable Discussion* Bring 2-3 good ideas to share with the group
* Discuss an example of what not to do (disasters)
* Bring questions you’d like to ask
* Bring one best practice
 |
| 8:30 AM | Update on deposit gathering strategies and results, target opportunities to pursue |
| 9:15 AM | Your favorite vendors and why |
| 10:15 AM | Break |
| 10:30 AM | Salesforce – how to use it for best effect |
| 11:30 AM | Lunch |
| 12:30 PM | Creative team optimal staffing |
| 1:30 PM | Onboarding and retention strategies |
| 2:30 PM | Multi and management (Justin, Jackie) |
| 3:30 PM | Adjourn |

\*Guests are welcome.