



LouisianaBankers
ASSOCIATION

2014 Marketing Conference

December 5, 2014

**The Bankers Center, Baton Rouge, LA
9:00am-4:15pm**



Who Should Attend

Marketing Managers, Retail Officers, COOs

5555 Bankers Avenue, Baton Rouge, LA 70808 / Phone: (225) 387-3282 / Fax: (225) 343-3159

www.lba.org

Conference Agenda

December 5, 2014, The Bankers Center, Baton Rouge

- 8:30am-9:00am **Registration and Continental Breakfast**
- 9:00am-10:15am **How to Create a Content Marketing Campaign**
Angela Long & Mary Ellen Slayter, Reputation Capital Media Services
Content marketing is one of the hottest trends in marketing right now. But how do you take all those blogs, newsletters, white papers, etc., and turn them into a cohesive marketing campaign that attracts new customers and keeps the old ones loyal? Angela Long, a marketing consultant who specializes in banks and credit unions, and Mary Ellen Slayter, CEO of content marketing firm Reputation Capital, will explain how to create a content marketing campaign that really works, including: Clarifying your target audience; Creating an effective editorial calendar; Sharing our favorite tools, tips and tricks to get the work done efficiently and effectively; Discussing great examples from other financial services firms.
- 10:15am-10:30am **Break**
- 10:30am-11:45am **Does Your Product Strategy Make Sense for Your Marketplace?**
Keith Hughey, John M. Floyd & Associates
As consumer interest in value-added financial services increases, it is imperative to evaluate the performance of your existing product mix. If your offerings aren't bringing in the business or revenue you need, you may not have the appropriate strategy to effectively reach existing customers and generate new business. Learn what you need to know to ensure that your products and services match the needs of consumers in your market, and that your fees are competitive. Plus, get tips on how to link products to maximize customer relationships, sales and income.
- 11:45am-12:15pm **Lunch**
- 12:15pm-1:30pm **The Ultimate Metric for Customer-Centric Banks**
Dave Nash & Ray Trotta, West Monroe Partners, LLC
Rather than seeking to 'wow' their customers, banks should try to make doing business 'easy' and effortless across touch-points, measured via a multi-channel metric called Customer Effort Index. In addition, banks should address effort and identify pain points via a method called sentiment analysis which uses text analytics to comb through unstructured customer interaction, feedback and social media data. Dave Nash and Ray Trotta of West Monroe Partners will present on these key techniques to better measure marketing ROI.
- 1:30pm-1:45pm **Break**
- 1:45pm-3:00pm **Trends in Lifecycle Marketing**
John V. Brinkworth, HC Marketing Services
This session will include current trends in Small Business Acquisition and leveraging surveys and direct marketing to acquire, retain and grow customer relationships.
- 3:00pm-4:15pm **Marketing Research Case Study**
Barbara Read, Market Dynamics Research Group & Jennifer Boneno, Zehnder Communications
Knowing your customer is vital. JD Bank commissioned a Brand Tracker to understand consumer perceptions of the Bank and its competitors--the results of which have informed brand positioning, and communications about traditional products as well as ancillary services. MDRG (Market Dynamics Research Group) and Zehnder Communications will take you through this case study to highlight the research process and how the results have informed communications strategy and product focus.

Conference Speakers



Angela Long launched her career as a marketing consultant in 2012 after 20 years in the financial services industry. During her financial services career, Angela worked at a credit union and at leading regional banks such as Capital One Bank; Hancock Bank of Mississippi; and Hibernia National Bank and Whitney Bank, both of New Orleans. Her experience in financial services includes supporting banks and their insurance, investments, and finance company affiliates. She has extensive experience in marketing, branding, customer experience, market research, analytics and strategic planning. Angela has a master's degree in marketing and a bachelor's degree in journalism, both from Louisiana State University.



Mary Ellen Slayter is CEO of Reputation Capital Media Services. Before creating her own content marketing firm, she served as director of content development and a senior general business and finance editor at SmartBrief, a leading publisher of e-mail newsletters. There, she led the editorial development of the SmartBlogs network, including SmartBlog on Leadership and SmartBlog on Social Media. Before joining SmartBrief, she spent 8 years at The Washington Post, where she authored the Career Track column and worked as an editor in the business news department. She has a master's degree in journalism from the University of Maryland and a B.S. in agronomy from Louisiana State University.



Keith Hughey, joined JMFA in 2012, with more than 35 years of consulting and managerial experience. Until founding his own practice, J. Keith Hughey Company in 2008, he was a principal in the WHY Group, LLC. His background includes assisting clients with strategic planning, organizational health and development (human systems), management succession, corporate governance and change management, as well as facilitating productivity and performance improvement using his EMBoS Process™. Keith began his career at Texas Commerce Bank. He became a consultant in 1977, specializing in risk management for financial institutions for 20 years. Since that time, he has focused on developing strategies to fully leverage underutilized human capital assets for organizations. He received his Bachelor in Business Administration degree in accounting and completed post graduate studies in finance and economics from the University of Houston.



Dave Nash brings twenty years of experience in both management and technology consulting and executive positions across multiple industries – including banking and credit unions. He currently is a Director in West Monroe Partners' Customer Experience practice focused on Customer Strategy & Insights, based in Chicago. Dave joined West Monroe Partners from CSC Global Business Services-Americas where he was Practice Lead / Principal for Customer Analytics in the Strategic Services Group. Dave earned an MBA from the University of Chicago's Booth School of Business, a Master of Science degree in Integrated Marketing Communications from Northwestern University, and a Bachelor of Science degree in Finance, summa cum laude, from Case Western Reserve University.



Ray Trotta brings over twenty years of experience serving leading global financial services clients. He currently serves as a Senior Manager in the Banking & Capital Markets practice at West Monroe Partners. Prior to joining West Monroe Partners, Ray was responsible for leading the program management practice for Sheshunoff Consulting, a professional services firm focused on the banking industry. Ray earned a Bachelor of Science degree in Psychology from Fordham University and a Master of Business Administration degree from Iona College with a concentration in Finance. He is the author of *Translating Strategy into Shareholder Value: A Company-Wide Approach to Value Creation (AMACOM)* and contributing author to *Project Portfolio Management (John Wiley & Sons)*.



John Brinkworth has over 30 years of banking and consulting experience. John began his career in community banking working in all areas, including retail, commercial lending and finance. He has a strong background in technology optimization and retail banking. He developed a deposit benchmarking methodology to assist financial institutions in developing strategies for customer acquisition, retention and growth by product type and customer segment. As Executive Director of Strategy, John oversees Marketing Strategists who assist clients in developing and implementing marketing and retail strategies to take advantage of market and financial conditions and to improve profitability by targeting growth opportunities. John holds a B.S. in Economics from the University of Illinois and an M.B.A. from Roosevelt University. He is also a Certified Public Accountant.



Barbara Read has spent most of her career in marketing research; first on the client side managing Marketing Research for First Commerce Corporation, and now on the vendor side as Director of Marketing Research for MDRG. At MDRG, Barbara leads the analytical team in developing and implementing research strategies that enable clients to make sound business decisions. She assists clients across a broad range of businesses and industries in making strategic and operational decisions based on marketing science. Barbara works with a large group of banking clients in Louisiana and beyond.



Jennifer Boneno - After spending almost a decade in California, Boneno returned to her home state of Louisiana and joined Zehnder Communications as an Account Supervisor. Jennifer comes to Zehnder from San Diego where she worked as an Account Supervisor for one of the city's top agencies – meadsdurket, formerly a division of Campbell Mithun. Jennifer brings over 18 years of experience in account management, strategic and creative thinking, and digital marketing. As Director of Account Services for Zehnder, Jennifer oversees Zehnder account teams and offers strategic guidance for a variety of accounts including Community Trust Bank, JD Bank, Visit Baton Rouge, and Visit South Walton.



Marketing Conference

December 5, 2014

The Bankers Center, Baton Rouge

Registration Information *(for additional registrants, please make copies)*

Name _____ Email Address _____
Mr./Mrs./Ms. _____
Bank _____
Street Address _____
City/State/Zip _____
Phone _____ Fax _____

Payment Options

Check (Made payable to the Louisiana Bankers Association)

Visa MasterCard American Express

Card # _____ Expiration Date _____

Amount to be charged on card \$ _____

Name on Card (Please Print) _____

Billing Address _____

Signature _____

Registration Fee

\$225, per LBA member

\$425, per non-member

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\$425, per non-member

Location

The Bankers Center, LBA Office

5555 Bankers Avenue

Baton Rouge, LA 70808

(225) 387-3282 (phone)

(225) 343-3159 (fax)

Cancellation Policy:

Due to commitments we must make to secure a class, we need your help. If you must cancel your registration, please do so at least 3 business days prior to the seminar date to avoid a \$100 cancellation fee. Any registrant who does not cancel will be billed the full registration fee and sent the manual. Substitutions are welcome at no additional charge.

Room Block Information

Residence Inn by Marriott - Towne Center at Cedar Lodge

7061 Commerce Circle, Baton Rouge, LA 70809

For reservations, call (225) 925-9100 and ask for the "Louisiana Bankers Association special room rate of \$112."

Submit registration and view roster in the Education Section of LBA's Website, www.lba.org