

**"THE ONES IN RED" PRESENT**

**PASSPORT  
REQUIRED**

# ANNUAL SOCIAL MEDIA CONFERENCE

*What Every Credit Union Needs To Know!*

■ **JULY 20 – 23, 2017** ■

*Hyatt Regency Vancouver*

**VANCOUVER, BRITISH COLUMBIA, CANADA**

**ABOUT THIS CONFERENCE:** Join CU Conferences® and some of the top social media experts for informative, interactive sessions and discussions about today's important issues surrounding this vital opportunity for credit union marketing and communications.

Whether you are currently using social media at your credit union or plan to; the full slate of timely presentations and ample networking opportunities will help your credit union grow through social media.

*New* **INTERACTIVE  
SESSIONS BASED ON  
Your SUGGESTIONS!**

**WHO WILL ATTEND:** Credit Union Social Media Specialists ■ Business Development & Marketing Managers ■ CEOs & Senior Management Directors ■ Supervisory Committee Members ■ *And Many Others!*



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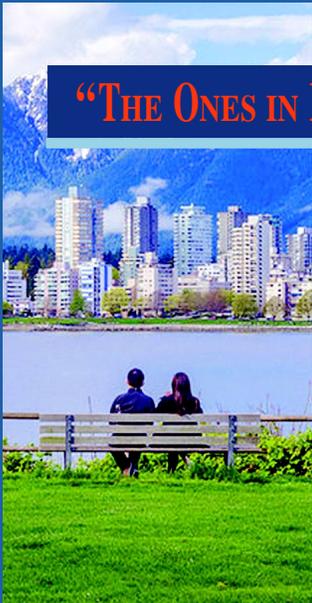
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Educating The Credit Union Community <sup>✓</sup> Since 1979

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# ANNUAL SOCIAL MEDIA CONFERENCE

*What Every Credit Union Needs To Know!*

Are You Ready To Learn? Join *“The Ones In Red,”* some of the top social media experts and your credit union peers from across the country for informative interactive sessions and discussions devoted to making the most of every aspect of social media.

## THURSDAY, JULY 20, 2017

*Tentative Schedule – subject to change*

10:00 a.m. – 1:00 p.m. *Annual Social Media Conference Registration*

10:30 – 11:30 a.m. **OPTIONAL BONUS SESSION**

**Unleash The Power Of Social Media** – Perhaps your credit union has been using social media for quite some time, but you need some pointers to unleash the power of the social media channels. Maybe your credit union is just beginning to use social media as a marketing tool to reach your members. Join some of our conference presenters as they work with you one-on-one to guide you through fine-tuning your personal social media accounts, including Facebook, Twitter, and more. Utilize this time to ask specific questions relevant to your marketing goals before delving into the rest of the conference sessions. You'll learn just how powerful social media can be for your credit union.

*Enhance Your  
Education By Attending  
This Bonus Session!*

11:30 a.m. – 1:00 p.m. *Lunch On Your Own*

1:00 – 1:15 p.m. **Opening Remarks**

1:15 – 2:15 p.m. **Social Media Policy**

**Tom Glatt, Jr., Executive Consultant, Glatt Consulting**

Social media platforms and tools combine to provide powerful means to reach existing and potential members, yet for many credit unions uncertainty with regard to proper governance of social media usage leads to an inability to tap that power. The only solution is to commit to the development of a clear, relevant social media policy.

In this social media governance session, Tom Glatt, Jr. will teach you how to construct a social media policy that allows your credit union to fully leverage social media while still protecting for legal, regulatory, and reputation risks.

2:15 – 2:30 p.m. *Networking/Refreshment Break*

2:30 – 3:30 p.m. **Facebook Advertising On A Budget**

**Matt Hodson, Senior Systems Analyst/Marketing Communications, Arizona State University; Principal, MKH Consulting**

With each new algorithm change, organic growth on Facebook is becoming harder and harder. In this session, Matt Hodson will go over how you can supplement the organic social media with a little bit of paid social media. Targeting your members online has never been easier. He'll also provide tips and tricks on how to get started and give you ideas on what can be done to really get a bang for your buck.

3:30 – 3:45 p.m. *Daily Wrap-Up*

5:00 – 6:00 p.m. (GP) *Welcome Reception*

**Cocktails. Light Dining. Valuable Networking Opportunities!**

*Your Registered Guest Is Welcome To Join You At These (GP) Events.*

## FRIDAY, JULY 21, 2017

8:00 – 9:00 a.m. (GP)

*Sit-Down Breakfast*

9:00 – 9:15 a.m.

**Opening Remarks**

9:15 – 10:15 a.m.

**Social Media Content That Makes An Impact: Increasing Engagement And Results**

**Lindsay Laderoute, Digital Content Developer, Redstone Federal Credit Union**

You know your credit union needs to be on social media—but how do you create content with meaningful impact? How do you increase engagement, interactions and conversions, all while making your social media content worthwhile to your members and prospective members? The answer: content that is creative, current and interactive that relates to members questions, concerns and interests.

Lindsay Laderoute will present an array of ideas, strategies and tools that will help you increase the impact of your social media accounts.

- Discover tools that can make creating and tracking social media content simple and easy
- Learn how to make an editorial calendar
- Create a credit union blog that can help you drive conversions and increase campaign effectiveness

10:15 – 10:30 a.m.

*Networking/Refreshment Break*

10:30 – 11:30 a.m.

**Social Media Storytelling**

**Matt Hodson, Sr. Systems Analyst/Marketing Communications, Arizona State University; Principal, MKH Consulting**

What do Red Bull, Taco Bell and your credit union all have in common? They all have a story to tell. Getting traction on social media is all about your story.

Join Matt Hodson to see how some of the best in the business tell their story on multiple platforms, including Instagram, Twitter, Facebook and Snapchat. You'll take back innovative ideas on how your credit union can tell its unique story and increase engagement along the way.



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**FRIDAY, JULY 21, 2017**

*(continued)*

11:35 a.m. – 12:35 p.m.

**Recalculating Social Media ROI**

**Tom Glatt, Jr., Executive Consultant,**  
 Glatt Consulting

**PART I:** Determining the return on investment (ROI) for specific marketing initiatives has long been a challenge for credit unions. The reason is that it's often very difficult to draw a direct connection between a specific effort and a specific outcome. This core challenge leads many to assume that ROI calculation is a meaningless exercise—especially for social media. This assumption is true, but only within the context of an outdated understanding of ROI.

In this expansive, two-part session Tom Glatt Jr. will expand and reframe your understanding of the components of ROI and provide you the means to truly determine the benefits of your social engagement.

12:35 – 1:35 p.m. (GP)

*Sit-Down Luncheon*

1:35 – 2:35 p.m.

**Recalculating Social Media ROI**

**PART II:** It's time to rejoin Tom Glatt, Jr. and rethink your ideas on how to calculate ROI when it comes to social media.

2:40 – 3:40 p.m.

**Social Media: How It Can Work With Your Other Marketing Efforts**

**Holly Arter, Marketing Consultant/**  
 Media Strategist, Braid Creative

**Tara Street, Brand Strategist/Creative**  
 Director, Braid Creative

Is social media the “end all, be all” in marketing? Even though it's been a game changer, it's still only a piece of the marketing puzzle.

This session will examine how your social media can work in symphony with all of your marketing outreach.

- Strengthen your other marketing messages through social media
- Choose the best messaging strategy by social media channel
- Ensure that through it all, you're sticking to your authentic brand voice

3:40 – 4:00 p.m. *Daily Wrap-Up*

**SATURDAY, JULY 22, 2017**

8:00 – 9:00 a.m. (GP) *Sit-Down Breakfast*

9:00 – 9:05 a.m. **Opening Remarks**

9:05 – 10:05 a.m. **Creative Social Media Response Protocol And Reporting Structure**

**Fatemeh Fakhraie, Digital Content Strategist,** Northwest Community CU

Social media feels like a casual channel, but for credit unions, there's more to worry about than which emoji to use.

- How a social media response protocol can save you time
- Why social media compliance reporting is important
- What response protocols and compliance reporting documents should include
- How to take the first steps, including a takeaway template

10:05 – 10:20 a.m. *Networking/Refreshment Break*

10:20 – 11:20 a.m. **The Rise Of Video In Social Media**

**Holly Arter, Marketing Consultant/Media Strategist,** Braid Creative

Video is becoming its own language, especially with the younger generations. But many credit unions believe that the cost of video production is beyond their means. This session will look at how video consumption is increasing across various platforms, how video is changing the way we communicate and how your credit union can use video in its social media—no matter what the budget.

11:20 a.m. – 12:20 p.m. **PANEL DISCUSSION**

**Tara Street, Brand Strategist/Creative Director,** Braid Creative

**Tom Glatt, Jr., Executive Consultant,** Glatt Consulting

**Lindsay Laderoute, Digital Content Developer,** Redstone Federal CU

You'll have a lot of new information to process by this point in our conference. Join some of our all-star team of presenters as they come together for a lively panel discussion involving the trends & topics we have explored over the past few days.

*Ask Questions & Share Ideas During This Panel Discussion!*

Specifically, the panel will address questions on how to take social media from theory into everyday practice within your credit union.

12:20 – 12:30 p.m. *Conference Wrap-Up*

*Enjoy Your Free Time Exploring Vancouver!*

**PASSPORT REQUIRED**



**SUNDAY, JULY 23, 2017**

*Travel Day – Have A Safe Trip Home!*



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**Cancellation Policy:** If you need to cancel for any reason, you are welcome to send a substitute. Or, if you cancel in writing at least 10 business days prior to the conference date, you will receive a full refund, less a \$50 administrative fee.

There are no refunds for cancellations made less than 10 business days prior to the conference date. However, your credit union may apply the paid registration fee to any future conference. Registrants who do not attend are liable for the full conference fee.

**Please Note:** CU Conferences reserves the right to photograph official events & sessions for exclusive use in marketing materials

**YOU CAN'T MISS US –  
 "WE'RE THE ONES IN RED"**

At CU Conferences® we have been dedicated to educating the credit union community exclusively since 1979. And we're proud to note that many who attend our conferences are loyal, repeat participants.



What sets us apart? The relaxed atmosphere, sit-down meals and meeting environments that are perfect for plenty of networking and for allowing you the personal attention you deserve.

Should you need anything at all while you're at our conferences – if you have questions, problems or even if you just want to shoot the breeze – look for a member of our CU Conferences® staff.

We appreciate your participation, and we're here to do whatever it takes to make your conference experience a cut above the rest.

**UPCOMING CREDIT UNION EDUCATIONAL CONFERENCE:**

**National CU Directors Conference**

**AUGUST 23 – 27, 2017**  
**Wailea Beach Resort & Spa**  
**MAUI, HAWAII**

FOR MORE INFORMATION VISIT:  
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**JULY 20 – 23, 2017 ■ Hyatt Regency Vancouver ■ VANCOUVER, BC, CANADA**

**Register Early For Greatest Savings!**

**1ST PARTICIPANT NAME:**

Title \_\_\_\_\_  
 Nickname for ID Badge \_\_\_\_\_  
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On or Before MAY 18, 2017	<input type="checkbox"/>	\$995
MAY 19 through JUNE 15, 2017	<input type="checkbox"/>	\$1045
JUNE 16, 2017 And Beyond	<input type="checkbox"/>	\$1095
Guest Program	<input type="checkbox"/>	\$225
<b>1ST Participant Subtotal: \$ _____</b>		

**2ND PARTICIPANT NAME:**

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On or Before MAY 18, 2017	<input type="checkbox"/>	\$995
MAY 19 through JUNE 15, 2017	<input type="checkbox"/>	\$1045
JUNE 16, 2017 And Beyond	<input type="checkbox"/>	\$1095
Guest Program	<input type="checkbox"/>	\$225
<b>2ND Participant Subtotal: \$ _____</b>		

**Please Register Additional Participants And Guests On Separate Sheet.**

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**  
 (Based On Registration Date Selected & Guest Program)

**CREDIT UNION INFORMATION:**

Credit Union Name \_\_\_\_\_ Asset Size \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Contact Person's Email \_\_\_\_\_  
 Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_ Fax Number ( \_\_\_\_\_ ) \_\_\_\_\_

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**HOTEL ACCOMMODATIONS: Rates As Low As \$299 (CAD) ☑**



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- ☑ **Special rates are per-night and based on availability**
- **Self-parking available for \$35.57 (CAD) per-night**
- **Valet parking available for \$45.74 (CAD) per-night**  
 (Parking Rates Subject To Change)

**GUEST PROGRAM (GP): Only \$225\***

CU Conferences' **Guest Program** enables your registered guest to join you during Thursday's **Welcome Reception**, Friday's **Sit-Down Breakfast and Luncheon**, and Saturday's **Sit-Down Breakfast**.

\* Separate Registration Required

**TRAVEL INFORMATION:**

- For convenience fly into Vancouver International Airport (YVR)
- For assistance with airfare and car rental, call **Altair Travel** at 800-264-3316 (Ask For A Corporate Agent) Monday – Friday; 8:30 a.m. – 5:30 p.m. (CST) (Nominal Service Fee Applies)

**PASSPORT REQUIRED**

