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.

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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**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.

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**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.

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.  
**Welcome Reception**

*Cocktails. Light Dining. Valuable Networking Opportunities!*

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

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**FRIDAY, JULY 21, 2017**

8:00 – 9:00 a.m.  
**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.
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.  
**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**
CU CONFERENCES®

ANNUAL SOCIAL MEDIA CONFERENCE
What Every Credit Union Needs To Know!

JULY 20 – 23, 2017  •  Hyatt Regency Vancouver  •  VANCOUVER, BC, CANADA

1ST PARTICIPANT NAME: ________________________________________________________________

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<th>On or Before MAY 18, 2017</th>
<th>MAY 19 through JUNE 15, 2017</th>
<th>JUNE 16, 2017 And Beyond</th>
<th>Guest Program</th>
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2ND PARTICIPANT NAME: ________________________________________________________________

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2ND Participant Subtotal: $ ________________

TOTAL AMOUNT DUE: $ ________________

CREDIT UNION INFORMATION:

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<th>Contact Person’s Email</th>
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<th>Guest Nickname for ID Badge</th>
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HOTEL ACCOMMODATIONS: Rates As Low As $299 (CAD)³

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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)

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☐ Self-parking available for $35.57 (CAD) per-night

☐ Valet parking available for $45.74 (CAD) per-night (Parking Rates Subject To Change)