

“THE ONES IN RED” PRESENT

ANNUAL SOCIAL MEDIA CONFERENCE

What Every Credit Union Needs To Know!

■ **JUNE 20 – 23, 2019** ■

Francis Marion Hotel

CHARLESTON, SOUTH CAROLINA

ABOUT THIS CONFERENCE:

There's no question that social media is here to stay! But there are many questions and challenges that come along with this powerful tool.

- What should you post?
- How do you ensure that your brand is carried out consistently through all your social media channels?
- How can you engage your members through social media?
- What risks are involved when posting to social media channels?

Join CU Conferences and some of the top social media experts to answer these important questions and more at this enlightening & informative conference.

WHO WILL BENEFIT FROM ATTENDING:

Marketing and business development managers, social media specialists, board of directors, supervisory committee members, CEOs, senior management and others from your credit union.

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What Every Credit Union Needs To Know!

■ **THURSDAY, JUNE 20, 2019** ■

Tentative Schedule – subject to change

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

11:30 a.m. – 1:00 p.m. *Conference Registration*

1:00 – 1:15 p.m. *Opening Remarks*

1:15 – 2:15 p.m. **Millennial Momentum**

*Bill Farley, CCUE, Sales Manager/Select Sales,
CUNA Mutual Group*

By 2020, Millennials will represent 50% of the workforce in the United States. Understanding this generation, from a member and employee perspective, is critical to the success of your credit union. Learn about the key drivers that attract and retain this generation of today & tomorrow.

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

2:30 – 3:30 p.m. **Social Media for
the Front Lines**

Sundeep Kapur, Founder/Educator, Digital Credence

The member we serve is socially connected. We want our consumers to connect with us, follow us, and really like us on social media channels. We also want these “likes” to translate into business.

Join Sundeep Kapur and explore five key fundamentals of social media—where the fifth principle is all about getting your team on board first. It all starts with a little engagement.

- How do we make sure that our employees can carry forth our social media messaging?
- What strategies can the frontline staff use to accentuate the positive, respond to negativity, and generate a sense of community on social media?
- How should you best define your social media strategy?

During this discussion of the five pillars of your social media strategy you’ll learn actionable tips that drive positive engagement as well as how to enhance your credit union’s reputation and search through social media.

3:30 – 3:45 p.m. *Daily Wrap-Up*

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

■ *Co-Sponsored by OM Financial* ■

Cocktails. Light Dining. Great Conversation!



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■ **FRIDAY, JUNE 21, 2019** ■

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

9:00 – 9:15 a.m. *Opening Remarks*

9:15 – 10:15 a.m.

Be Careful What You Post! Making Sense of Social Media Compliance

*Ethan Wall, President/CEO,
Social Media Law And Order Education, LLC*

Marketing professionals must be aware of the new Federal Financial Institutions Examinations Council’s (FFIEC) Social Media Compliance Risk Management Guidelines. This presentation will teach credit union marketing professionals about new federal laws and regulations that govern their social media activities and empowers marketing professionals with the information they need to know to be compliant.

Key points to be covered:

- An overview of the FFIEC Social Media Compliance Risk Management Guidelines
- Summaries of federal laws and regulations you must know in order to be compliant
- Essential steps for establishing a social media marketing risk management compliance program

Tangible benefits for participants:

- A complete understanding of the new federal regulations that must be followed if you intend to maintain a social media presence
- A newfound ability to make sense of complicated federal laws and regulations by distilling them down to their nuts and bolts
- Techniques for developing a social media risk management compliant program within your credit union

10:15 – 10:30 a.m. *Networking/Refreshment Break*

10:30 – 11:30 a.m.

Sharing Your Brand on Social Media

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

Social media is still just sharing who we are! Instead of getting overwhelmed by “all the platforms,” let’s focus on the message you want to share as an organization and get clear on the voice, the purpose, and the brand personality you want to share with your members, your team, and your community. Join Tara as she delves into the importance of focusing on sharing your main message on social media.

Remember to Register Early for Greatest Savings! www.cuconferences.com

■ **FRIDAY, JUNE 21, 2019** ■

(continued)

11:35 a.m. – 12:35 p.m.

Maximizing Your Marketing with Social Media Contests, Sweepstakes and Promotions

Ethan Wall, *President/CEO, Social Media Law And Order Education, LLC*

Credit unions who influence their members with compelling content and engage them with creative social media contests and sweepstakes experience significant online engagement, enhanced member goodwill and increased traffic to their website. But if these social initiatives violate state and federal laws, credit unions can experience serious legal risks or even have their social media accounts deleted.

Ethan will share innovative strategies on how to engage members through contests and sweepstakes, as well as protect their marketing campaigns from competitors. Participants will learn how every credit union can use social media influencers to attract attention, increase engagement and attract prospective members, while taking the necessary steps to ensure social media promotions comply with federal laws and how to protect your content from being stolen.

12:35 – 1:35 p.m. *(GP) Sit-Down Luncheon*

1:35 – 2:35 p.m.

Social Media by the Numbers

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

Snapchat, Instagram, Facebook and Twitter. Which social media platforms are growing or fading? We will look at the latest research about how consumers are using social media, which platforms get the most interaction and where it makes sense to concentrate your resources. We will also examine how social media consumption compares to other forms of traditional media, including TV, radio and digital.

2:40 – 3:40 p.m.

Is Your Social Media Anti-Social?

Charlotte Boutz-CConnell, *Director of Client Experience, Weber Marketing Group*

If you've been approaching your social media as just another media channel, it's time to shake up that thinking. Hear real-world ways to make your social media program more brand-relevant, higher performing, and more fun to manage. Charlotte will share practical tips for improving the quality of your social media efforts, in order to drive more meaningful relationships with your target audience and your staff.

- Internal policies that promote *(or prevent)* a social media-friendly culture
- How to empower staff to contribute to your success
- Different content strategies for financial service brands
- How to handle a social media crisis with grace—and how negative situations can even lead to positive outcomes

3:40 – 4:00 p.m. *Daily Wrap-Up*

■ **SATURDAY, JUNE 22, 2019** ■

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

9:00 – 9:05 a.m. *Opening Remarks*

9:05 – 10:05 a.m.

The Power of Video in Social Media

Holly Arter, *Marketing Consultant/Media Strategist, Braid Creative* **Tara Street**, *Brand Strategist/Creative Director, Braid Creative*

Video is becoming its own language, especially with the younger generations. We will look at how brands are using video to increase their social media presence and engagement, how video consumption is increasing across various platforms, and how video is changing the way we communicate. We will also explore how your credit union can use video in their social media regardless of your CU's budget.

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

10:20 – 11:20 a.m.

Social Personalization

Charlotte Boutz-CConnell, *Director of Client Experience, Weber Marketing Group*

We aren't "social" with machines, or with crowds, or with faceless entities. What does it mean to be social, if not to be personal? In this session we'll talk about how to develop personalized content that will resonate with your priority target audiences.

- How data analytics can drive more insightful, more personalized content
- The value of your staff's personal social media advocacy
- How social media fits into your overall digital ecosystem

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

You will 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 and topics we have explored over the past few days.

Ask Questions And 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*

■ **SUNDAY, JUNE 23, 2019** ■

Travel Day – Have A Safe Trip Home!



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FOUR EASY WAYS TO REGISTER:

1. Online: www.cuconferences.com
2. Fax: 888-328-2047
3. Call: 888-465-6010
4. Mail registration *and* payment to:
CU Conferences
 8711 Watson Road, Ste 200
 St. Louis, MO 63119

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 for 40 years. 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:

Annual Strategic Lending Conference

▶ JULY 15 – 18, 2019 ◀

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FOR MORE INFORMATION VISIT:

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What Every Credit Union Needs To Know!

Register Early For Greatest Savings!

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1ST PARTICIPANT NAME: _____

Title _____	On Or Before April 18, 2019	<input type="checkbox"/> \$1095
Nickname for ID Badge _____	April 19 Through May 16, 2019	<input type="checkbox"/> \$1145
Email Address _____	May 17, 2019 And Beyond	<input type="checkbox"/> \$1195
Guest Name _____	Guest Program	<input type="checkbox"/> \$199
Guest Nickname for ID Badge _____	1ST PARTICIPANT SUBTOTAL: \$ _____	

2ND PARTICIPANT NAME: _____

Title _____	On Or Before April 18, 2019	<input type="checkbox"/> \$1095
Nickname for ID Badge _____	April 19 Through May 16, 2019	<input type="checkbox"/> \$1145
Email Address _____	May 17, 2019 And Beyond	<input type="checkbox"/> \$1195
Guest Name _____	Guest Program	<input type="checkbox"/> \$199
Guest Nickname for ID Badge _____	2ND PARTICIPANT SUBTOTAL: \$ _____	

Please Register Additional Participants & Guests On Separate Sheet Or For More Information Call CU Conferences: 888-465-6010

TOTAL AMOUNT DUE: \$ _____
(Based On Registration Date Selected & Optional 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 (_____) _____

METHOD OF PAYMENT:

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HOTEL ACCOMMODATIONS: Rates As Low As \$249

387 King Street, Charleston, South Carolina 29403 ■ 877-756-2121

The *Francis Marion Hotel* – located in the heart of downtown Charleston and rising twelve stories above the Historic District – offers spectacular views of Marion Square Park, impressive church steeples, antebellum mansions & Charleston's famous harbor. Originally built in 1924, the hotel was the largest and grandest in the Carolinas. Today the elegant, historic charm & tradition of doorman and bell service blends with modern amenities and the guestroom decor that is reminiscent of plush 1920's grandeur.



Reserve Your Room Early! Register online via a special link at www.cuconferences.com or call the *Francis Marion Hotel* directly at 877-756-2121. Please mention CU Conferences to receive special rates starting at \$249.

HOTEL PARKING: Valet Parking: \$25 + tax per day (charged automatically to your room bill). Self-Parking: \$20 per 24 hour period in the City Garage located next door to the Francis Marion Hotel (payable to the garage attendant by MasterCard, Visa, or cash) Special Rates are Per-Night and Based on Availability

TRAVEL INFORMATION:**

- *Charleston International Airport (CHS)* is approximately 20 minutes from the *Francis Marion Hotel*.
- *Shuttle* for downtown Charleston is \$15 per passenger and departs within 15 minutes of request. (The shuttle is a shared ride and may make other stops downtown, depending on the number of passengers).
- *Taxi* fare from airport to *Francis Marion Hotel* (12 miles) is approximately \$30. Additional passengers are an extra fee.

** All rates listed are subject to change and are estimates. Please check rates with the ground transportation taxi and shuttle booth prior to departure.

GUEST PROGRAM (G/P): Only \$199*

CU Conferences' *Guest Program* enables your registered guest to join you during Thursday's **Welcome Reception**, Friday's **Sit-Down Breakfast & Luncheon**, and Saturday's **Sit-Down Breakfast**. Plus, your guest(s) get to experience the charm of Charleston, the luxury of the *Francis Marion* hotel and the social interaction with others from across the country. * *Separate Fee Applies*