

2021 OBL Marketing Forum

Join Today!



**SINGLE SESSION
REGISTRATION
AVAILABLE**

THIS PROGRAM INCLUDES:

Marketing Session
Tues., Nov. 16, 2020

Marketing Forum Sessions will be held at the OBL Education Center from 10 a.m. - 3 p.m.

BASIC MEMBERSHIP

- \$249 per OBL member
- \$498 per nonmember

SPACE REMAINS!

The 2021 OBL Marketing Forum offers an ongoing platform for marketing officers and staff to exchange ideas and seek solutions over a wide variety of timely topics and concepts. Members will gain knowledge and become more effective in their roles, as they learn from facilitator Amber Farley, EVP and head of Emerging Media at Financial Marketing Solutions (FMS). FMS specializes in building brands and strategic marketing plans for community banks across the country. This forum has been designed by the OBL and FMS to encourage the exchange of ideas and provide opportunities for participants to learn from an industry expert and each other.

The participants will network and form valuable professional relationships while expanding their marketing and leadership skills.

Program Highlights

- Participate in a group roundtable of leaders of community bank marketing officers and staff
- Gain insight of current trends and industry best practices
- Contribute pertinent topics of interest to the forum agendas
- Form relationships with other community bankers who share the curiosity and challenges of community bank marketing
- Learn how forum members handle design and implementation challenges
- Learn how to leverage the role of strategy in achieving bank marketing goals

About the Instructor



Amber Farley, executive vice president and head of emerging media at Financial Marketing Solutions, is a well-known and respected teacher, presenter and thought leader on branding, digital marketing, emerging media and social marketing strategies for banks around the country. She teaches at national banking schools including the Stonier Graduate School of Banking and the ABA Bank Marketing School, as well as other statewide banking institutions. Adding usability, meaning, structure, functionality and even fun to the brand experience, she helps banks reach people the new-fashioned way, right at the moment of relevance.

Loved the forum! I especially enjoyed that it felt like a conversation rather than a lecture.

Madison Jenkins, Marketing Specialist, Home National Bank

Amber Farley does an excellent job with the Marketing Forum. It's like talking with a co-worker (that you really like)!

Marilyn Sessions, Public Relations and Marketing Officer, Hometown Bank

This was a great forum! I was concerned about the networking opportunities because this was virtual, but it worked out great!

There were open discussions and the chat feature is a nice option.

2020 OBL Marketing Forum Member

2021 OBL Marketing Forum



Past and Possible Future Forum Topics Include:

- Leveraging Digital Marketing
- Understanding and Utilizing Emerging Media
- The Future of Digital Banking is Here-NOW. What are you Doing from an Operational Standpoint to Adapt?
- Brand & Marketing Leadership: How Marketing Can Successfully Transform Your Bank
- Social Media Content Planning
- Social Selling & the Power of LinkedIn
- Email Marketing Best Practices
- Landing Page – When to Use Them & How to Use Them Well
- How Marketing Has Been Impacted by COVID & Working from Home
- Developing a Strategic Marketing Plan
- Investing in your Brand, Internal Culture & Employee Advocacy
- Chatbots – What Are They & How to Use Them
- Marketing Budget Allocation

Who Should Attend?

This forum has been designed for marketing officers, marketing staff and anyone involved in marketing internally or externally who are interested in maximizing marketing efforts and turning their bank into a local brand.

Cancellation Policy

Refunds for the program will be granted for cancellations received in writing to education@ohiobankersleague.com seven days prior to each session. Cancellations will be subject to a \$25 processing fee. No refunds or credits will be granted for cancellations received within seven days of the program. Substitutions are always welcome.

Contact Information

For more information, please contact Susan Poling Jones at 614-340-7611 or at spoling@ohiobankersleague.com. For a complete listing of OBL programs, or to register online, visit www.ohiobankersleague.com.

Important

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The Ohio Bankers League is registered with the National Association of State Boards of Accountancy as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

This program and attendees qualify for Continuing Professional Education credit in the area of Specialized Knowledge.

Registration: 2021 OBL Marketing Forum

THREE WAYS TO REGISTER

- 1) Visit ohiobankersleague.com and select Professional Development; Upcoming Programs; and Search by Date. Click the Blue Register button; Then log in or create a profile to complete online registration.
- 2) Complete this form and send it back to Susan Poling Jones at spoling@ohiobankersleague.com
- 3) Call 614-340-7595 for registration assistance.

In all instances, please note credit card or ACH payment will be required.

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BANK	
NAME FOR BADGE	
MAILING ADDRESS	
CITY STATE ZIP	
COUNTY	
OFFICE PHONE	
CELL PHONE	
E-MAIL (REQUIRED)	
SPECIAL ASSISTANCE	

MARKETING FORUM MEMBERSHIP

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☐ \$498 per nonmember

Please charge my credit card \$_____ as noted below.

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