



Marketing Peer Group

June 5, 2015 ■ 10:00am - 12:00pm
LBA Board Room ■ Baton Rouge, LA

LBA PEER GROUP MEETINGS

Do you put together an annual marketing plan? What resources do you use? Are there samples out there that are helpful? How often do you review your marketing vision with management? What other projects are you being pulled to handle? Have you found a good way to measure marketing’s effectiveness? Let’s discuss how you are using the bank’s data and how effective that is for you. How have you adjusted your marketing plan to meet expectations of all generations of customers? How is your social media strategy working? Remember to “like” and “follow” LBA for resources for your social media posts. Are you considering a .bank domain? See you on June 5th. Register today!

Registration Form

(For additional registrations, please make copies.)

Registrant 1

Registrant 2

Mr./Mrs./Ms. _____

Mr./Mrs./Ms. _____

Bank _____

Bank _____

Email Address _____

Email Address _____

Branch Street Address _____

Branch Street Address _____

City, State, Zip _____

City, State, Zip _____

Phone _____

Phone _____

Fax _____

Fax _____

<input type="checkbox"/> YES , I will attend the peer group meeting in person. <input type="checkbox"/> YES , I will attend the peer group meeting by conference call (call-in information will be provided with confirmation emails). <input type="checkbox"/> NO , I will not attend the peer group meeting but please send me the meeting notes.
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Topics I would like to discuss are :

Location

LBA Board Room
5555 Bankers Avenue
Baton Rouge, LA 70808
225-387-3282

Agenda

10:00 a.m.	Peer Group Begins
12:00 p.m.	Peer Group Adjourns

Registration Fee

Complimentary for LBA member banks

**Submit registration in the Education Section of
LBA’s Website, www.lba.org.**