

# Schedule at a Glance

## Credit Union Marketing & Business Development Conference

July 16-18, 2008 • Cleveland, OH

Wednesday	Thursday	Friday
<p><b>Who Should Attend?</b> The Ohio Credit Union League, the Pennsylvania Credit Union Association, and CUNA have joined forces to help you address the hot topic issues for marketers. This training is valuable for marketing and business development professionals, as well as CEOs and managers responsible for the success of business development and marketing.</p>	<p>7:45-8:30 a.m. Continental Breakfast</p> <p>8:30-9:45 a.m. Relationship Marketing: Defining and Succeeding</p> <p>10:00-11:15 a.m. Breakout Sessions:</p> <ul style="list-style-type: none"> <li>• Measuring Member Loyalty</li> <li>• New Ways to Reach the Young Adult Market</li> </ul> <p>11:30 a.m.-Noon Statewide Marketing Initiatives Updates:</p> <ul style="list-style-type: none"> <li>• Pennsylvania: iBelong</li> <li>• Ohio: The Difference, YOU</li> </ul>	<p>7:45-8:30 a.m. Continental Breakfast</p> <p>8:30-10:00 a.m. Business Development Programs That Get Results</p> <p>10:15-11:45 a.m. Roundtable Discussions</p> <p style="text-align: center;"><i>Have a safe trip home!</i></p>
	<b>Noon-1:00 p.m. Lunch</b>	
<p>1:00-2:00 p.m. Registration</p> <p>2:00-3:30 p.m. What Are Your Members Looking for in a Financial Institution?</p> <p>3:45-5:00 p.m. Focus Your Marketing and Business Development Efforts for the Current Economy</p> <p>5:30-6:30 p.m. Reception</p>	<p>1:00-2:00 p.m. Breakout Sessions:</p> <ul style="list-style-type: none"> <li>• Market Segmentation: Know Your Market</li> <li>• SEG Development</li> </ul> <p>2:15-3:15 p.m. Breakout Sessions:</p> <ul style="list-style-type: none"> <li>• Direct Mail Marketing: Get Noticed by Your Members</li> <li>• Maximize the Effectiveness of E-mail Marketing and Member Surveys</li> </ul> <p>3:30-4:30 p.m. Breakout Sessions</p> <ul style="list-style-type: none"> <li>• Financial Literacy: Teaching Your Way to CU Growth</li> <li>• Best Practices in Different Medias</li> </ul>	

This schedule is subject to change. For more information, call 800-356-9655, ext. 4882. To register, visit [training.ohiocreditunions.org](http://training.ohiocreditunions.org) or [training.pcua.coop](http://training.pcua.coop) and choose Event Calendar. The direct link for Ohio is: [http://training.ohiocreditunions.org/on\\_site/OH07168\\_fct.html](http://training.ohiocreditunions.org/on_site/OH07168_fct.html). The direct link for Pennsylvania is: [http://training.pcua.coop/on\\_site/OH07168\\_fct.html](http://training.pcua.coop/on_site/OH07168_fct.html)