

# CONFERENCE BULLETIN

April 28, 2011

*Presented by:*



*With New Jersey Banks, New Jersey Prospers*

## Register Today!

8:30 a.m. Registration  
9:00 a.m. Program  
12:30 p.m. Lunch  
3:45 p.m. Adjournment

**CPE CREDIT MAY APPLY**

For additional information,  
Please call or e-mail:

**Program/Sponsorships:** Jenn Zorn  
908-272-8500, ext. 611  
[jzorn@njbankers.com](mailto:jzorn@njbankers.com)

**Registration:** Cindy Zaccaro  
908-272-8500, ext. 632  
[czaccaro@njbankers.com](mailto:czaccaro@njbankers.com)

## 2011 ANNUAL MARKETING CONFERENCE

Thursday, June 9, 2011

Forsgate Country Club, Monroe Township, NJ

The Public Relations and Marketing Committee of the New Jersey Bankers Association is pleased to present the annual **Marketing Conference**.

**Social Media** and **Search Engine Marketing** have been a **catalyst of growth** for many businesses across all verticals - including banks. USA Web Solutions will share insights into the importance of online marketing and online engagement to **drive awareness, attract, and convert high value customers**. In today's competitive market, you need to learn about the factors that go into successfully promoting a bank online, and how you can improve your bank's online presence.

Today's **consumers expect the freedom to manage their finances on the go** - and their choice in financial institutions increasingly hinges on this capability. **Nearly 85 percent of Americans currently own mobile phones, and it is estimated that 40 percent will own smart phones by 2012**. Mobile Banking, while relatively young in the product lifecycle, is undergoing some significant changes now that Smartphones are becoming more prevalent.

Learn how you can attract and retain mobile banking customers and what **features they are looking for** from this service.

Social media presents many opportunities and challenges for the bank marketer. One challenge is to **ensure that your efforts are in compliance** with your bank's policies. ICS Compliance is sharing their resident expert for this conference who will help the marketing department **partner with the compliance department for a successful social media presence**. Learn how your bank can have the best of both worlds. A presentation not to be missed! Bring along a representative from your compliance department so you can start getting the online presence your bank deserves.

Our keynote speaker is NJBankers' own President/CEO John McWeeney, Jr. You may have seen John tackle the tough issues in the media. John will share some insight on NJBankers **PR efforts and successes**; how he does it... and how your bank can do it too!

The conference will also feature a presentation on **marketing to businesses including lead generation, trends in channels, relevant case studies for financial institutions and original research** on the marketing front. And who better to hear from than B to B, which is published by Crain Communications?

The Conference is sure to appeal to you whether you work full-time in a Marketing/Public Relations Department or you are asked to wear your "marketing hat" on occasion. Compliance officers will also find the Conference informative.

Bring back fresh yet practical information on how to put your best foot forward in today's tough economy. So join us on June 9<sup>th</sup> and "wake up" your marketing and public relations strategies!

**Sponsorship Information:** Please contact Jenn Zorn, VP/Director of Education at [jzorn@njbankers.com](mailto:jzorn@njbankers.com) or 908-272-8500, ext. 611.

Event Sponsors      \$500 each  
(Includes one representative for free)

# CONFERENCE BULLETIN continued

## 2011 ANNUAL MARKETING CONFERENCE

### Program

8:30 a.m. to 9:00 a.m.	<b>Registration/Continental Breakfast</b>
9:00 a.m. to 9:15 a.m.	<b>Welcome &amp; Introduction of Program</b>
9:15 a.m. to 10:15 a.m.	<b>Growing Your Bank with Online Marketing</b> <b>John Siracusa</b> , Business Development USA Web Solutions
10:15 a.m. to 11:15 a.m.	<b>The Next Generation of Mobile Banking</b> <b>Doug Rounds</b> , Relationship Manager, Regional Accounts Intuit
11:15 a.m. to 11:30 a.m.	<b>Break with Exhibitors</b>
11:30 a.m. to 12:30 p.m.	<b>Partnering with the Compliance Department for a Successful Social Media Presence</b> <b>Sharon A. Blanchette</b> , CIA, CPA, MBA, Assistant Director ICS Compliance
12:30 p.m. to 1:30 p.m.	<b>Lunch with Exhibitors</b>
1:30 p.m. to 2:30 p.m.	<b>“Winning” Public Relations Efforts</b> <b>John E. McWeeney, Jr.</b> , President/CEO New Jersey Bankers Association
2:30 p.m. to 3:30 p.m.	<b>B to B Marketing: Reaching Out to Businesses</b> <b>Chris Hosford</b> , East Coast Bureau Chief B to B, Crain Communications
3:30 p.m. to 3:45 p.m.	<b>Attendance Prize Drawing and Adjournment</b>

# CONFERENCE BULLETIN continued

## 2011 ANNUAL MARKETING CONFERENCE

Thursday, June 9, 2011  
Forsgate Country Club, Monroe Township, NJ

### EXHIBIT OPPORTUNITIES

Yes, I would like to exhibit at NJBankers Annual Marketing Conference

\$320.00 **NJBankers Member Exhibit Space**

\$420.00 **Non-Member Vendor Exhibit Space**

The registration fee will include one eight-foot, skirted, cloth-covered table and ONE representative for your exhibit space. The fee also entitles the representative to the program, Continental breakfast, and lunch. Registration for any additional representatives will be at the regular member cost of \$165 per person or \$205 for a non-member.

Name of Representative #1:

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Name(s) of Additional Representative(s):

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Name of Firm:

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Address:

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City/State/Zip:

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail \_\_\_\_\_

#### PAYMENT METHOD

AmEx\_\_ Visa\_\_ MasterCard\_\_ Discover\_\_ Check\_\_

(To ensure your space, please fax form even if mailing with a check.)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV# \_\_\_\_\_

Signature \_\_\_\_\_

#### Send Completed Form to:

Cindy Zaccaro  
New Jersey Bankers Association  
411 North Avenue East  
Cranford, NJ 07016  
Fax: 908-272-2720  
[czaccaro@njbankers.com](mailto:czaccaro@njbankers.com)

# CONFERENCE BULLETIN continued

## 2011 ANNUAL MARKETING CONFERENCE

**Date:** Thursday, June 9, 2011  
**Location:** Forsgate Country Club,  
 Monroe Township, NJ

**Registration:** 8:30 a.m. – 9:00 a.m.  
**Program:** 9:00 a.m. – 3:45 p.m.  
**Lunch:** 12:30 p.m. – 1:30 p.m.

### TO REGISTER

**By Mail:**  
 New Jersey Bankers Association  
 411 North Avenue East  
 Cranford, NJ 07016

**By Fax:**  
 908-272-2720

**Online:**  
[www.njbankers.com](http://www.njbankers.com)

**Questions?**  
 908-272-8500

*\*If you are not a member of NJBankers and would like to join, contact Candy Johnson, 908-272-8500 ext. 615.*

**Registration Information:** Program fee includes seminar materials, refreshment breaks and lunch. The deadline to register is May 26, 2011. Cancellations received prior to the registration deadline will be assessed an administration fee of \$25 per registrant. After May 26, 2011, refunds will not be granted, but substitutions are welcomed. All cancellations must be submitted in writing.

## REGISTRATION

### Attendee One

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### Attendee Two

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### Attendee Three

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### **Attendee Registration Fee:**

- NJBankers member - \$185       Additional member\* - \$165
- Non-member\* - \$205
- DeNovos - less than 5 years old - \$90

### **Exhibitor Registration Fee:**

- NJBankers member - \$320       Non-member\* - \$420

I will require special accommodations/dietary needs to participate.

**Please List:** \_\_\_\_\_

### PAYMENT METHOD

AmEx\_\_ Visa\_\_ MasterCard\_\_ Discover\_\_ Check\_\_

(To ensure your space, please fax form even if mailing with a check.)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV# \_\_\_\_\_

Signature \_\_\_\_\_

## **CONFERENCE BULLETIN** continued

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### **DIRECTIONS to:**

### **Forsgate Country Club**

**375 Forsgate Drive  
Monroe Township, NJ 08831**

**(732) 521-0070**

### **DIRECTIONS:**

**New Jersey Turnpike to Exit 8A**

**Stay left after toll booth (toward Jamesburg) and**

**Follow ramp onto Highway 32 (Forsgate Drive)**

**Continue for about 1 mile**

**Country Club is on the left, just past the second traffic light**