

Marketing Conference
April 2-3, 2020 | King and Prince Golf & Beach Resort | St. Simons

PROGRAM AGENDA

THURSDAY, APRIL 2

8-9 a.m. **Exhibitor Set-Up**
Outside Solarium

9 a.m. **Conference Registration and Exhibits Open**
Outside Lanier
Ballroom

Joint Sessions with Bank Security Conference

9:30 a.m. **Welcome and Introductions**
Lanier Ballroom **Lawanna Saxon**, Chair, GBA Marketing Committee
SVP/Managing Director of Marketing & Client Experience,
Signature Bank of Georgia, Sandy Springs
Ronna Brown, Chair, GBA Security Committee
VP/Deposit Operations, Quantum National Bank, Suwanee

9:45 a.m. **GBA Industry and Advocacy Update**
Lanier Ballroom **Joe Brannen**, President and CEO, Georgia Bankers Association

10:15 a.m. **Break**

10:30 a.m. **Crisis Situations and Communication**
Lanier Ballroom **Corporal Eric Rooks**, Special Investigations, Gwinnett County Police Department

Noon **Buffet Lunch**
Outside on
Hotel Lawn

End of Thursday Joint Sessions with Bank Security Conference

1 p.m. **Marketing Conference Teambuilding Exercise**
Solarium **Lawanna Saxon**, Chair, GBA Marketing Committee
SVP/Managing Director of Marketing & Client Experience
Signature Bank of Georgia, Sandy Springs

1:20 p.m. **Marketing Money Podcast Case Study**
Solarium **John Oxford**, Director of Marketing, Renasant Bank, Tupelo, MS
Josh Mabus, President and Chief Creative Officer, the Mabus Agency, Tupelo, MS

2:30 p.m. **Break - Marketing only**

2:45 p.m. **Panel – Economic Development and Community Engagement**
Solarium Moderator: **Lorenda Smith**, First National Bank, Bainbridge
Panelists: **Anna Grant Jones**, VP/Marketing Officer, Pinnacle Bank, Elberton
Tracie Morgan, Executive Director, Downtown Dublin Development Authority

Emily Goldman, Manager of Port Relations, Georgia Ports Authority

3:35 p.m. **Break**
Solarium

3:50 p.m. **Peer Exchange - Planning & Question Submission**
Solarium

4:15-5:15 p.m. **Opening Reception**
Retreat Room

FRIDAY, APRIL 3

7:30 a.m. **Breakfast**
Delegal Room

8:15 a.m. **LinkedIn: Personal Branding for Professional Success**
Solarium
Gregg Burkhalter, "The LinkedIn Guy"
Personal Branding Coach and LinkedIn Training Speaker

People buy from people. That's why it's very important to have a strong personal brand. Forward-thinking companies recognize the fact that the personal brand of their employees is the gateway for expansive company brand exposure and it also attracts quality new clients and employees. Gregg will "remove the fear" and "build your confidence" on what you should be doing daily on LinkedIn to help others, build your personal brand, and grow your business.

9:15 a.m. **Break**

9:30 a.m. **Unlocking the Power of Data**
Solarium
Sherry Patton, CFMP, National Account Executive, Main Street, Inc., Dothan, AL

This session will help you make the most of customer/prospect data to power marketing and business development and do so in creative yet compliant ways.

10:30 a.m. **Break**

10:45 a.m. **Peer Exchange**
Solarium

Noon **Adjourn**

12:15 p.m. **GBA Marketing Committee Post-Conference Meeting**
Solarium