

SOCIAL CENTRIC

REACHING
MEMBERS IN THE
DIGITAL AGE



OCTOBER 26-27, 2011
THE CENTRAL HOTEL & CONFERENCE CENTER
HARRISBURG

SOCIAL CENTRIC

Reaching Members in the Digital Age

What's happening?

@PAcreditunions fans, followers, bloggers and viral marketers **#socialcentric**
@pcua will give you a new outlook on social media marketing

October 26-27, 2011 9:00 a.m. - 4:00 p.m.
The Central Hotel & Conference Center, Harrisburg, PA



Jennifer Abernethy

@SalesLounge

America's Sales Stylist/Million \$\$ Sales Expert. Speaker. Mentor, Consultant, Media Guest, Author: *Idiot's Guide to Social Media Marketing* (Penguin Books)
<http://www.thesaleslounge.com>

Get your social mojo on

Everyone has heard of social media and most know at least a little something about Facebook and Twitter. Your members are in this space, connecting with friends, liking their favorite businesses and tweeting life's experiences.

From fans to followers, to blogs and checking in, the age of social media networking is changing the way we market today. But how do credit unions effectively enter and use these media channels? Social media expert Jennifer Abernethy will connect you with successful strategies and the latest developments in this constantly moving communication channel.

Her engaging session will have you embracing word of mouth marketing in the digital age [otherwise known as social media] and tweeting with joy in no time!

90 minutes



Jon Segal, Esq.

Avoid Social Media Nightmares - a Legal Primer

Now that your credit union is involved with social media, who is speaking on your behalf in this arena? Are you monitoring how your credit union is represented? What happens when your staff mix their personal and professional lives in cyberspace?

This session will highlight the opportunities and the challenges associated with the use of social media in your workplace. We'll focus on best practices for credit unions that are embracing social media, and, more importantly will cover in-depth, the key aspects of effective social media policies.

90 minutes





Al Brocious

@NewAgeLeadGen

Social Media, Marketing, sales, seo & sem, Internet marketing strategy and speaker. <http://www.newageleadgeneration.com>

Social Media...So What?

Social media strategy is all about connections—building the relationship, creating trust and showing value. Sounds like marketing to me. So, how does social media marketing fit?

Integrate. Social media tactics should not be isolated from other marketing initiatives but must support and compliment your overall marketing goals.

Search Engine Optimization. If you listen and have relevant content, your search rankings will grow in particular for your branded keywords. In addition, sites such as Twitter and Facebook have improved their ability to be searched. This means entire conversations between members and potential members can be searched and reviewed. Al will show you how to use search engine optimization to boost your success in reaching potential new members.

Monitor. Who is talking about your credit union in the digital space and what are they saying? Monitoring will give you unique insights into your membership; what's important to them and drive ideas that could help your credit union grow.

Measure. Social networking is the interaction that will develop stronger member relationships. It's not enough to show page views but real customer interaction. We'll take look at what you can, and should measure and how you can analyze those results to make better desions.

Two sessions, 120 minutes



Bryan Clagett

@Clagett

CMO & Investor @ Geezeo, Founder JTA, Speaker, FI Marketing Pro. Former FI Marketing Exec. Living the life in Williamsburg, Virginia and beyond. <http://bryanclagett.com>

The Importance of Engagement Banking

How can social media help you connect with your members in a more meaningful way? Generally speaking, consumers view banking as a chore and a commodity. And while we try to compete by offering varying degrees of ease, convenience or price differentiation, it's simply not enough. Enter the era of Engagement Banking.

Now is the time to engage our members by establishing relevant dialog and conversation. We need to reach out in ways we have not done so before. Consumers are wary of being "sold." Credit unions not only need to be better positioned as a solution provider, but they need to do so through the execution of an experience, not simply through traditional branding. This means credit unions need to actively engage their members across all channels, through human interaction and technology driven experiences.

90 minutes





Social Centric: Reaching Members in the Digital Age ▶ Events

Education: The Central Hotel & Conference Center, Harrisburg, PA

26 Jennifer Abernethy & Friends

The Hot Seat: an Interactive Panel Discussion

Jennifer Abernethy, author of *The Complete Idiot's Guide to Social Media*, invites you to the hot seat during an interactive panel discussion.

Wondering how your credit union can gain a competitive edge through social networking. Just ask! Don't know how to start, which media to use, who on staff should post, how to hire...just ask! They'll provide you with timely tips, how-to advice, and direction on getting the most out of your social media marketing initiatives.



27 Tweets & Wall Postings, Blogs & White Papers: Writing for a Social Audience

Struggling to get your message across in 140 characters? Or uncomfortable writing for the social media audience? You don't need to be a professional writer to capture your audience. Here's a chance to review the basics of writing for a social audience and get your questions answered from experienced social media "authors."

Online Registration

\$329 per attendee

\$299 for each additional registrant from the same credit union

\$249 for credit unions under \$20 million in assets

Visit www.pcuu.coop to register or use the link to the left.

Conference Location/Hotel Accommodations

The Central Hotel & Conference Center

800 East Park Drive

Harrisburg, PA 17111

For hotel accommodations, call **717-561-2800**

(Ask for Pennsylvania Credit Union Association room block)

\$99/night

(Reserve room by September 26 to guarantee rate.)

