

CONFERENCE BULLETIN

May 1, 2009

Presented by:



With New Jersey Banks, New Jersey Prospers

Register Today!

Learn about:

**Social Networking/Podcasts
Blogs, Wikis**

Get:

Marketing Compliance Update

Find out why:

**Turbulent Times Call for a
Return to Traditional Thinking**

Find out how to:

**Communicate with the Media
In Tough Times**

EXHIBITORS WELCOME!

NJBankers
411 North Avenue East
Cranford, NJ 07016
908-272-8500
Fax: 908-272-6626
www.njbankers.com
www.njleague.com

If opportunity doesn't knock, build a door.
2009 MARKETING CONFERENCE

Wednesday, June 10, 2009

Registration: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 2:00 p.m.

Foragate 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**. This year's conference will provide attendees with strategies and tactics for marketing and advertising in today's difficult economy.

Get up-to-date on using **social networking on the web** and use podcasts to their advantage when marketing your bank's image or services. A leading producer of business podcasts, who is also a veteran corporate public relations practitioner, reviews and explains such **new forms of "social media" as weblogs ("blogs"), podcasts and wikis**. Learn about the ways social media are being used in business, how to use blogs and podcasts to promote products and services; the software and hardware that works well for podcasting and the technical steps involved in creating a podcast.

Join us to get an update on **marketing/advertising compliance issues** including information for e-disclosures so you can stay in compliance in print and on the web. We'll also offer a question and answer period with our expert so you can gain control over your compliance concerns.

The conference will also provide valuable information on **advertising in today's economy**. You need to focus on getting back to basics and on keeping things practical. Our presenter will advise against "knee-jerk" reactions and recommend you look at how "brand" can be affected in these turbulent times.

We are also pleased to offer a presentation on **communicating with the media** in tough times. Your bank's reputation is on the line every time you are in the media. In today's media environment, when banking is getting negative press, your bottom line success depends on your ability to convey positive messages about your bank. This presentation from our communications expert will give you real-world practical tips on crafting messages that are clear, concise and compelling.

This Conference is sure to appeal to you whether you work full-time in a Marketing/Public Relations Department or are asked to wear your "marketing hat" on occasion. Our presenters share their years of experience at the conference so that you can bring back fresh yet practical information to your bank on how to deal with the public, your customers, regulators and the media in today's difficult economy. **Join us!**

CONFERENCE BULLETIN continued

MARKETING CONFERENCE

Registration: 8:30 a.m. – 9:00 a.m.
Program: 9:00 a.m. – 2:00 p.m.
Location: Forsgate Country Club,
Monroe Township, NJ

TO REGISTER

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

By Fax:
908-272-6626

Online:
www.njleague.com or
www.njbankers.com
(please call 908-272-8500 to obtain a password if you are new to the site)

Questions?
908-272-8500

Registration Information: Program fee includes seminar materials, continental breakfast and refreshment break. The deadline to register is **May 27, 2009**. Cancellations received prior to the registration deadline will be assessed an administration fee of \$25 per registrant. After **May 27, 2009**, refunds will not be granted, but substitutions are welcomed. All cancellations must be submitted in writing.

REGISTRATION

(Photocopy this form for additional registrations.)

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

E-mail: _____

Attendee Registration Fee:

- NJBankers 1st member - \$185 Additional Member - \$165
 Non member - \$205
 DeNovos less than 5 years old - \$90

Exhibitor Registration Fee:

- Members - \$320
 Non member - \$420

**If you are not a member of NJBankers and would like to join, contact David Harkness, 908-272-8500 ext. 630.*

PAYMENT METHOD

AmEx__ Visa__ MasterCard__ Discover__ Check Encl__
(To ensure your space, please fax form even if mailing with a check.)

Card # _____ Exp. Date _____
(credit cards – njbankers.com ONLY)

Signature _____

In case of inclement weather, please call the New Jersey Bankers Association office after 6:00 a.m. for a message on cancellation.

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.

CONFERENCE BULLETIN continued

New Jersey Bankers Association

2009 Marketing Conference

If Opportunity Doesn't Knock, Build a Door.

June 10, 2009

Forsgate Country Club, Monroe Township, NJ

Program

8:30 a.m. **Registration & Continental Breakfast**

9:00 a.m. **Welcome & Introduction of Program**

Nicholas Lorusso

Chairman, Public Relations & Marketing Committee
Director, Spencer Savings Bank

**Social Media – What Banking Communications Executives
Need to Know**

Steven L. Lubetkin

Managing Partner, Lubetkin & Co. Communications LLC and
Professional Podcasts LLC

Break

Marketing Compliance Update

Edward A. Clemente

Vice President, Compliance Officer
Amboy Bank

Advertising in Today's Economy,

Turbulent Times Call for a Return to Traditional Thinking

Dr. Walter F. Guarino

President & Managing Partner, Insight/SGW

12:30 p.m. **Lunch**

Communicating with the Media in Tough Times

Susan Mach, Ph.D.

Communication Trainer, Coach and Strategist
Laurence & Susan Mach Creative Services

2:00 p.m. **Adjournment**