

Virginia Association of Community Banks

Social Media for Bankers

WEBINAR – ON-DEMAND WEB LINK & FREE CD ROM

Tuesday, March 2, 2010

3:00 pm – 4:30 pm Eastern

*350 million people are on Facebook, and half are over the age of 35.
Should your bank be there too?!*

With over 70% of banking occurring outside the branch, the online channel dominates. Nothing is growing faster than social networking sites like Twitter and Facebook. What started as a venue for Gen Y'ers has quickly become a cross-generational meeting place, one many believe will soon be a destination for commerce and payments. So should your bank have a presence on social networks? What tactics will best position your bank as a "trusted friend" without exposing it to unnecessary regulatory and compliance risks? Will non-public information be safe from malware and hackers? If not, are you responsible? Learn how to master the function and form of "social banking" in ways that won't run afoul of regulators.

HIGHLIGHTS

- Why social media matters: the business case
- What works and what doesn't: how banks use social media today
- Top 5 ways to bolster trust, brand, and customer engagement with social media
- Top 5 mistakes banks make with social media (strategy, roll out, and compliance)
- Top 5 elements of a bank social media policy
- Top 5 risks of social media and how to mitigate them

WHY SHOULD YOU PARTICIPATE?

This session is a cost-effective way to evaluate social media from a strategic, marketing, and risk perspective. You may train as many individuals as you like for one set price. There will be no travel costs, no time lost from work, and no one will be required to leave the institution.

WHO SHOULD ATTEND?

This practical session is designed for bank officers and staff responsible for the ongoing strategic development, risk mitigation, and compliance of your bank's online channel and website.

PLEASE NOTE: Your registration fee allows you to have **one telephone connection**. However, as many people as you like may listen from your office speaker phone. If you register for the webinar, your registration fee also includes **one internet connection** from a single computer terminal.

ABOUT THE PRESENTER – Lee Wetherington, Director of Strategic Insight, ProfitStars®

Lee Wetherington is Director of Strategic Insight for ProfitStars, a division of Jack Henry & Associates, Inc.®, and provider of best-of-breed solutions that improve the performance of community banks using any core system. Lee directs the development of actionable insight and strategy for the financial services industry. To this end, he develops programs, presentations, and articles designed to orient and educate financial institutions on the trends and implications of new technologies. He delivers keynotes nationwide and serves as the Technology Faculty Chair for several regional banking schools.

In addition, Lee has authored numerous articles for financial trade periodicals, including Independent Banker and ABA Bank Marketing. He received bachelor degrees in Economics and English from Duke University in 1990. In 1995, he earned the distinguished Accredited ACH Professional (AAP) certification from the National Automated Clearing House Association (NACHA).

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

The **LIVE WEBINAR** registration option allows you to have one telephone connection for the audio portion and one internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that will allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials will be sent prior to the broadcast along with hookup instructions. Your pin number, hookup instructions and handouts will be emailed to you. You will need the most current version of Adobe Acrobat Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK** AND FREE CD ROM*

Can't attend the live webinar? The **ON-DEMAND WEB LINK**** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within 5 business days following the webinar, you will be provided with a web link that can be viewed anytime 24/7 for the next 6 months. This link will expire 6 months after the live program date. **But there's more . . . AS AN ADDED BONUS, you will also receive a FREE audio/visual CD ROM.*** The CD includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the on-demand link or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.

3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK** (INCLUDES FREE CD-ROM*)

Includes options 1 and 2 above

AFFORDABLE, PROFESSIONAL TRAINING, WHEN AND WHERE YOU CHOOSE

*CD Rom for PC use only

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Registration Form	Social Media For Bankers	March 2, 2010
		VACB 7204 Glen Forest Dr. Ste. 101 Richmond, VA 23226 (804) 673-8250 (804) 673-8251-Fax Email: kmallinger@vacb.org Web: www.vacb.org
_____ Company/Bank Name		
_____ Contact Name	_____ Title	
_____ Billing Address		<input type="checkbox"/> Check Enclosed: Amount: \$ _____ <input type="checkbox"/> Visa <input type="checkbox"/> Master Card Expires ___ / ___ / ___ Credit Card Number: _____
_____ City/State/ZIP		
_____ Email Address	_____ Phone	
Program Type (All Pricing is for Members. Non-Member Fees are Double)		
<input type="checkbox"/> Live Webinar (\$250) <input type="checkbox"/> On Demand Link w/free CD (\$250)		
<input type="checkbox"/> Both Live Webinar with On-Demand Link & Free CD (\$275)		

Cancellation Policy: Cancellations must be received within three or more business days prior to the day of an educational program to receive 100% credit. If less than three days prior, a 20% cancellation fee will apply. There are no refunds on the day of a program, substitutions, however, are welcome.