



2012 Presentation Topics

Offered by Market Insights

2012 Speaking Topics offered by Market Insights

Thank you for your interest in our series of speaking topics for 2012.

Choosing the right speaker for your next conference, educational workshop or webinar can equip your members with fresh perspectives, new approaches and bold solutions to their most pressing concerns.

Our team of experts is committed to sharing our insights at a time when financial services executives and marketers are faced with new realities and challenges. While these eight topics have been carefully crafted to provide forward-thinking ideas and practical solutions for financial services professionals, please know that any of these can be customized to meet your specific needs and audience.

Call us today to have a member of our team deliver a presentation at your next meeting or conference:

800-348-0220

Formats

- KEYNOTE
- GENERAL SESSION
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- WORKSHOP
- BOARD RETREAT
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Fees

We're flexible. We understand that you're working within a limited budget. Call us today, and we'll find something that works for you.

Contact Info

CALL: 800-348-0220
www.formarketinsights.com
TWITTER: @miinsider
EMAIL: jsullivan@formarketinsights.com



Purpose, Passion and Profits

2012 Featured Topic

A new path to a profitable future

Enough already! No more using the economy as an excuse to say profits are a thing of the past, and that you can't do anything to change that – because you can.

Today's most successful organizations are driven by an over arching sense of purpose. They are operated by people with a strong sense of personal and professional passion who view profit as a result, not a reason for being in business.

This presentation will shift your thinking and will help you focus on what matters most – your organization's reason for being – and help you build a culture that puts human capital first. These are the building blocks for success in a highly commoditized and regulated industry where the rules of the game have all changed.

Joe Sullivan will take the audience on an inspiring journey through the principles that will drive success for companies in the new economy; and he will balance this with tactical steps your institution can take to identify it's over arching purpose and ignite passion on your team.

Envision not what is possible or probable, but what your competitors think is impossible.

What' Next?

Envisioning the future for your financial institution

The financial industry has been turned upside down in recent years and finding a way to move forward may feel nearly impossible. Yet, as the most successful enterprises know, the easiest way to predict the future is to create it.

This session explores the multiple perspectives community bank and credit union leaders need to draw on in order to create a successful future and explains the relevant trends in three key areas that will shape that future:

- Your Markets
- Your Customers/Members
- Your Staff/Human Capital

Participants will be shown how this information shapes a clear and flexible path to create, commit to, and carry out strategy for a profitable future.

The Coming Revolution in Retail Distribution

Taking Advantage of Changes in Channel Usage

The future of branch banking has been debated over the past few decades. Evolving technologies, unconventional competitors, changing customer behaviors and shifting market conditions are pushing the industry to become increasingly multi-channel at a time when most financial institutions are under increasing pressure to navigate new regulations and control costs. Understanding the forces that are shaping retail banking channels, especially the branch, is more important than ever.

This session will explore concerns about possible over-branching and examine the market dynamics that are most directly impacting the evolution of retail distribution channels for banking services. Participants will learn strategies for adapting to rapid changes in channel usage and consumer expectations, and gain a better understanding of how each of these will affect their own institution.

Is It Safe to Grow Again?

Redefining Growth Opportunities in 2012

Community banks and credit unions have been operating in a world where growth has had to be redefined. Recognizing changes and opportunities within your market is definitely fundamental if you hope to rebuild profitability and achieve competitive advantage. But what does growth look like now?

For some institutions, growth will be organic — deepening relationships with current customers. For others, greater growth and profitability will come through expansion — much of which has been happening through increased merger and acquisition activity. This fast-paced session introduces the audience to 6 areas of opportunity for community banks and credit unions in 2012. While the level of opportunity will vary from one institution to the next, this session presses bankers to think differently about growth and the current state of the industry — and the opportunities that may be available in their own markets.

No CEO Left Behind

Helping Your C-Suite Understand the Critical Role of Marketing

In many community banks and credit unions, the perception of the marketer is often the person in charge of branch signage, funky swag and the routine ad or promotional gimmick that will get people in the door. Despite marketing's strategic importance in today's competitive environment, marketing is often viewed only as a cost center, and professionals are inconsistently represented on senior executive teams.

A marketing professional's ability to defend and validate their value among peers is easier than ever before. This session will explore tangible ways to capture the CEO's attention and support in adopting and executing relevant and innovative marketing programs.

Take Me to Your Leader

A New Look at the Value of a Leadership Culture

The industry-wide turmoil of the last few years have left many management teams and boards quietly concerned about the resilience of their leadership or their ability to develop the leadership talent required to support the company's future growth objectives. Moreover, shifting workplace demographics often mean old, conventional ways of guiding an organization are yielding less return these days; and new styles of leadership are clearly required in order to keep your business relevant.

This powerful and engaging presentation, offered by Joe Sullivan, CEO of Market Insights, will challenge ideas and assumptions about leadership. Diverging from the norm is usually frowned upon within this industry. Yet it is often unconventional behavior that has shifted stagnant organizations, improved the bottom line, and propelled the industry's most respected business men and women into the spotlight.

This presentation will offer industry-specific ideas for creating a culture where impassioned people work together for growth and success. Sullivan shares his passion for the subject and his insights from having worked with hundreds of bankers from coast to coast. His dynamic and entertaining presentation style, coupled with his provocative ideas, will stir participants to stop making excuses and challenge them to change and grow.

Finding Your Edge in a Crowded Market

Three Successful Strategies to Help You Stand Out from the Crowd

At a time when the 10 largest banks now hold nearly 50 percent of total U.S. deposits and industry consolidation is unrelenting; gaining a competitive advantage may seem like a thing of the past. Yet shifts in the economy and demographics have introduced a series of new opportunities for community bankers who are able to recognize them and respond accordingly.

This session, lead by Joe Sullivan, CEO of Market Insights, will guide participants through three steps that they can follow to identify and take advantage of new market opportunities:

- researching your market,
- refining your brand position, and
- repositioning your institution to align with available market opportunities.

This session will help participants understand the connection between each of these steps and the role each can play in positioning their institutions for growth.

Big Ideas for Bank Marketing

What will excite you and your customers in 2012?

Bank marketing has been beaten down by the new era of accountability and austerity. While there were a few exceptions; many marketing efforts were uninspired as bank marketers opted for what was easy, conventional and inexpensive in order to stay in front of their market. In effect, by giving up on their BIG ideas, they yielded the playing field to the market leaders.

This inspirational session explores consumer trends and opportunities and the principles of marketing and branding that should guide your strategic choices in 2012 and beyond. Participants will look at ways to formulate and foster their next BIG idea and breathe new life and success into their marketing efforts.

We've recently spoken for

- American Bankers Association
- Arizona Credit Union League
- California Credit Union League
- Colorado Bankers Association
- Community Bankers Association of Alabama
- Community Bankers Association of Illinois
- Connecticut Bankers Association
- CUES
- Financial Managers Society
- Financial Service Centers Cooperative
- Florida Credit Union League
- Illinois Credit Union League
- Illinois League of Financial Institutions
- Indiana Bankers Association
- Kansas Bankers Association
- Kansas Credit Union Association
- Massachusetts Bankers Association
- Michigan Bankers Association
- National Association of Federal Credit Unions
- Nebraska Credit Union League
- New England Financial Marketing Association
- Ohio Bankers League
- Ohio Credit Union League
- Texas Bankers Association
- Utah Bankers Association
- Washington Bankers Association
- Western States Volunteers Conference
- Western States Director Education Foundation
- Wisconsin Bankers Association



market insights

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For more information, call Joe Sullivan at 800-348-0220
or email at jsullivan@formarketinsights.com

"Joe Sullivan engaged our conference attendees with a high-energy, interactive, and informative session. He has great depth of knowledge and insights, and delivered them in an easy-to-understand, engaging way."

- Christopher Stevenson
Director of Professional Development, CUES

"Jim Perry's presentation was hands-down, a highlight to our conference agenda."

- Susan Poling, Manager of Professional Schools and Conferences
Ohio Bankers League

"Joe Sullivan captivated the attention of our 100+ audience of bankers from the different specialties with his engaging and interactive presentation. I would highly recommend Mr. Sullivan as a keynote for your event."

- Angela Vermeersch
Director of Education, Michigan Bankers Association