

# Virginia *is for* Communicators

**November 6-8,  
2013**

**Virginia Bankers  
Association  
4490 Cox Road  
Glen Allen, VA 23060**

## **SCHEDULE OF EVENTS**

### Wednesday, November 6, 2013

5:00pm-6:00pm      Welcome Reception  
The Tobacco Company

6:30pm              Dinner  
Bottoms Up Pizza

### Thursday, November 7, 2013

8:00am              Shuttles to VBA Training Center

8:30am              Breakfast

8:45am-9:15am      Welcome & Industry Update  
Bruce Whitehurst  
Virginia Bankers Association

9:15am-10:15am      Tips and Tricks for Standout  
Communications  
Lee Fleming  
American Bankers Association

10:15am-10:30am      Break

10:30-12:00pm      Understanding the Power of the  
Mobile Device  
Eric Cook  
WSI Internet Consulting

12:00pm-1:00pm      Lunch

1:00pm-2:00pm      Dos and Don'ts of Developing a  
Successful Media Relations  
Program  
Johna Burke  
BurrellesLuce

2:00pm-3:30pm      Roundtable Discussion I  
Moderated by: John Hall  
American Bankers Association

3:30pm              Adjourn & Shuttles to the Hotel

6:00pm              Dinner & Optional Salsa Lesson  
& Dancing  
Havana 59

### Friday, November 8, 2013

8:00am              Shuttles to VBA Training Center

8:30am              Breakfast

8:45am-9:45am      Cutting Through the Clutter:  
Findings from the 2013  
Association Communications  
Benchmarking Report  
Charles Popper  
Dana Plotke  
Naylor, LLC

9:45am-10:00am      Break

10:00am-11:00am      Is Your Website Working Hard  
for You?  
Sonali Shetty  
The Hodges Partnership

11:00am-12:00pm      Roundtable Discussion II  
Moderated by: John Hall  
American Bankers Association  
Special Guest: Erin Scheithe  
American Bankers Association

12:00pm              Adjourn & Shuttles to the Hotel

# Virginia is for Communicators

November 6-8,  
2013

Virginia Bankers  
Association  
4490 Cox Road  
Glen Allen, VA 23060

## SESSIONS AND SPEAKERS

### **Thursday, November 7, 2013**

#### Welcome & Industry Update

Bruce Whitehurst

Virginia Bankers Association

As communicators, it's our job to stay up-to-date on what's happening in the banking world. For our first session, Bruce Whitehurst will give an update on the industry and banking trends.

#### Tips and Tricks for Standout Communications

Lee Fleming

American Bankers Association

In this era of multiple communication channels and an overabundance of messaging, how do we make our messages stand out? This session will help you decide what your message is, the best way to push it out to your audience and proven ways to make people read it.

#### Understanding the Power of the Mobile Device

Eric Cook

WSI Internet Consulting

The year 2013 marked the point in time when more of us access the Internet via our mobile device(s) than traditional computing platforms. This always-on, always-connected communication device is quickly changing the way we communicate - not only with each other, but with businesses, organizations even the objects that are all around us. Eric will share some of the trends in mobile technology and help not only your association put these to work, but how you can personally get more productivity out of your mobile device.

After the session, Olivia Solis with the Texas Bankers Association will walk us through their Government Relations Smartphone app and the success they have had since launching this new product.

#### Dos and Don'ts of Developing a Successful Media Relations Program

Johna Burke

BurrellesLuce

Our Associations and our member banks work tirelessly to

spread the good word about the good things bankers are doing in the communities they serve but the public doesn't seem to want to listen. This session will cover the dos and don'ts of working with your local media and developing a successful media relations program.

After the session, John Hall with the American Bankers Association will share his insider tips on getting the Washington Post to pay attention to the ABA's messaging.

#### Roundtable Discussion I

Moderated by: John Hall

American Bankers Association

What's worked for you in your department? What hasn't? Learning from each other is the basis of our Communications Directors Conference and this session is the perfect opportunity. Moderated by John Hall, this is your chance to share what you're most proud of in your department ... as well as what you most regret. After all, learning from mistakes is sometimes even more helpful than learning from successes.

### **Friday, November 8, 2013**

#### Cutting Through the Clutter: Findings from the 2013 Association Communications Benchmarking Report

Charles Popper

Dana Plotke

Naylor, LLC

As the communications representatives for our associations, we are responsible for communicating with a variety of audiences from bank CEOs to our young bankers members to our associate or affiliate members. Today, information overload is at an all time high and if you don't have an effective strategy in place, chances are the communications you are sending may be falling on deaf ears. Over a two year period, a team of researchers from Naylor surveyed more than 1,000 association leaders to identify the best practices and benchmarks for how associations communicate with their members. This session will reveal findings from the study and highlight its key recommendations – including the four most important things you can do today to communicate more effectively with your members.

After the session, Courtney Fleming and Chandler Dewey

# Virginia is for Communicators

November 6-8,  
2013

Virginia Bankers  
Association  
4490 Cox Road  
Glen Allen, VA 23060

## SESSIONS AND SPEAKERS

from the Virginia Bankers Association will share their Endorsed Vendor Marketing plan and how these efforts have helped streamline the communications requirements of this special group of membership.

### Is Your Website Working Hard for You?

Sonali Shetty  
Hodges Digital Strategies

Our websites remain the number one destination for our members when they are looking for information. The proliferation of mobile devices pose new challenges to user access. This session will cover strategies for building effective websites and ways to maximize your digital investments.

After this session, Jeremy Cowan with the Oklahoma Bankers Association will discuss the OBA's new website and how the OBA was able to increase web traffic to their site by 50% in one year.

### Roundtable Discussion II

Moderated by Special Guest Erin Scheithe  
American Bankers Association

A continuation from the discussion on Thursday, this second roundtable will allow us to really delve into topics previously discussed and share even more ideas with each other. Don't forget to bring examples of your work to help illustrate your input.

This session will also feature guest speaker Erin Scheithe from the American Bankers Association, who will moderate the roundtable and also talk about Amplify, a new website from the ABA that helps banks promote the work they do to better their communities. Erin will help us learn the best way to use this website and promote it to our bank members.

### Opening Reception at The Tobacco Company Restaurant:

The Tobacco Company Restaurant celebrates over 30 years as Richmond's landmark dining and entertainment venue. On the corner of 12th and Cary Street in downtown Richmond was once an old abandoned tobacco warehouse. The four-story building was renovated to embody the spirit of Southern hospitality and charm and is considered by most to be the cornerstone of the Historic Shockoe Slip district.

<http://www.thetobaccocompany.com/>

### Wednesday Dinner at Bottom's Up:

When you bite into their famous 12-hour crust, homemade sauces and huge selection of fresh toppings, you'll see why they win Best Pizza in Richmond year after year. We will be able to enjoy their fantastic restaurant with views of the trains in historic Shockoe Bottom...the atmosphere can't be beat.

<http://www.bottomsuppizza.com/index.php>

### Thursday Dinner at Havana 59:

The string lights, crumbling plaster walls, palm trees, and aroma of cigars take you back in time to enjoy the tantalizing delights of a bygone era in Havana, Cuba.

At Havana 59 their goal is to take you back to the tradition of indulgence of the island city when it was considered "The Paris of the Caribbean" in the 1950's. The restaurant will provide us with a unique dining atmosphere and an unforgettable experience.

After our group dinner, Havana 59 offers a complimentary salsa lesson at 8 pm and salsa dancing at 9 pm. Feel free to join in or just hang out with a mojito or two!

<http://havana59.net/index.php/home>

# Virginia is for Communicators

November 6-8,  
2013

Virginia Bankers  
Association  
4490 Cox Road  
Glen Allen, VA 23060

## THANK YOU TO OUR SPONSORS

### GOLD:



Formerly **ATTUS** Technologies, Inc.

### SILVER:



### PARTNER:



Questions? Contact Chandler Dewey at the Virginia Bankers Association at  
804-819-4707 or [cdewey@vabankers.org](mailto:cdewey@vabankers.org)