



# COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

## Webinar – On-Demand Web Link

### Social Media for Bankers

Tuesday, March 2, 2010

2 - 3:30 p.m.

**New Registration  
Options!**

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

With more than 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 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 five ways to bolster trust, brand, and customer engagement with social media
- Top five mistakes banks make with social media (strategy, roll out, and compliance)
- Top five elements of a bank social media policy
- Top five 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 are no travel costs, no time lost from work, and no one is 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.

#### ABOUT THE PRESENTER

**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. Wetherington directs the development of actionable insight and strategy for the financial services field. 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, he 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, Durham, NC, in 1990. In 1995, he earned the distinguished Accredited ACH Professional (AAP) certification from the National Automated Clearing House Association (NACHA).

#### NEW! 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 allows entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials are sent prior to the broadcast along with hookup instructions. Your pin number, hookup instructions, and handouts are e-mailed to you. You need the most current version of Adobe Acrobat Reader available free at [www.adobe.com](http://www.adobe.com).

##### 2. ON-DEMAND WEB LINK\*\*

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 five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

##### 3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK\*\*

Includes options 1 and 2 above.

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**AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE.**

Community Bankers Association of Illinois • 901 Community Drive • Springfield, IL 62703

# REGISTRATION FORM

## Social Media for Bankers Webinar

March 2, 2010

2 - 3:30 p.m.

### Choose Your Training Option:

Purchase (Check one)	Training Options <i>(Registration includes one location hook-up)</i>	CBAI Member	Non-Member*
	Live Webinar	\$245	\$395
	On-Demand Link**	\$245	\$395
	<b>Special Pricing</b> for Live Webinar & <b>On-Demand Link</b>	\$345	\$495
	<b>Special Pricing</b> for Additional Live Webinar Location	\$235	\$385

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### Material Delivery Options

Check here if you are unable to receive your hook-up instructions and materials via the Internet and hard copies will be mailed to you.

**\*Only financial institutions/firms eligible for CBAI membership.**

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**Please note: On-demand link is available five days after the webinar date and expires six months after.**