



Marketing Peer Group Meeting
May 9, 2018 • University of Georgia Center for Continuing Education • Athens

Program Agenda

9:30 a.m. **Registration**

10 a.m. **Welcome**
Margaret Whieldon, SVP/Director of Marketing, BrandBank, Lawrenceville

10:15 a.m. **Managing Marketing Compliance Risk**
Jim Bedsole, SVP, Chief Compliance & Risk Officer, BankSouth, Greensboro

Hear about current compliance risk issues impacting the marketing of financial services. Learn how to effectively manage risk and avoid regulatory criticism of your marketing practices. This session will touch on traditional marketing efforts, but also include social media usage and other online advertising practices.

10:45 a.m. **Roundtable Discussion**

Noon **Lunch and Networking**

1 p.m. **Roundtable Discussion Wrap-Up**

2 p.m. **Consumer Behavior**
Marcus Cunha Jr., Professor, Department of Marketing, University of Georgia

This course will examine consumer decision processes, consumer decision biases, and tools of persuasion with the goal of enhancing the likelihood of successful banking transactions and offerings. The course will provide an overview of common decision strategies and heuristics consumers use and discuss how marketers can capitalize on the opportunities stemming from well-established behavioral decision theories and behavioral economics.

4 p.m. **Adjourn**