



**Marketing Peer Group Meeting**  
**October 23, 2018 | Middle Georgia State University | Macon**

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9:30 a.m.      **Registration**

10 a.m.      **Welcome**  
David Oliver, Senior Vice President, Member Solutions  
Georgia Bankers Association

10:05 a.m.      **Marketing through the Lens of Customer Experience**  
Kevin Scott, Co-Founder  
ADDO

*Marketing is what you tell the world. Customer Experience is how you make it true. ADDO is a leadership consultancy that has partnered with Chick-fil-A, the Atlanta Braves, and others to engage employees, create innovative programs, and build their brand. In this session they will share some of their secrets with you.*

11:05 a.m.      **Creating & Using Videos for Marketing**  
Bart Campione, President & Alena R. Tyson, Digital Marketing Manager  
Third Wave Digital

*Get a variety of easy-to-implement ideas to help your bank's video marketing efforts. Third Wave Digital President Bart Campione and Digital Marketing Manager Alena R. Tyson will share tips and tricks for video production and marketing. They'll highlight how banks can create videos and use those videos to tell a unique story, making them stand apart in the marketplace. They'll discuss the conceptual process of video producing and best marketing practices for videos, whether they are created on mobile devices or with a big budget. You don't want to miss this opportunity to learn from marketing experts.*

12 p.m.      **Lunch & Networking**

12:45 p.m.      **Using Personalization to Improve the Results of Your Marketing**  
Keith Pagel, Senior Sales Executive  
BankMarketingCenter.com

*The team from GBA Strategic Partner BankMarketingCenter.com will talk about the benefits of using custom ads at your bank while conducting a demonstration of their online ad portal BankMarketingCenter.com.*

1:25 p.m.      **Peer Exchange**

3 p.m.      **Adjourn**  
*Committee members, please stay after to brainstorm ideas for the Spring Marketing Peer Group.*