

CUNA Marketing Management School: Part I Schedule

**June 1-4, 2009
Las Vegas, NV**

Monday	Tuesday	Wednesday	Thursday
7:00-8:00 a.m. <i>Registration & Networking Breakfast Provided</i> 8:00-8:15 a.m. <i>Welcome & Orientation</i> 8:15-11:45 a.m. Develop the Plan	7:00-8:00 a.m. <i>Networking Breakfast Provided</i> 8:00-11:45 a.m. Develop the Budget	7:00-8:00 a.m. <i>Networking Breakfast Provided</i> 8:00-11:45 a.m. Design Essentials: Strategies for Brochures, Newsletters, & Web Sites	7:00-8:00 a.m. <i>Networking Breakfast Provided</i> 8:00-11:45 a.m. Digital Marketing 101
11:45 a.m.-1:00 p.m. <i>Lunch on Your Own</i>	11:45 a.m.-1:00 p.m. Idea Share & Networking Lunch	11:45 a.m.-1:00 p.m. <i>Lunch on Your Own</i>	11:45 a.m.-1:00 p.m. <i>Lunch on Your Own</i>
1:00-4:00 p.m. How to Write Great Copy: Tips for Snappy Advertising 4:30-5:30 p.m. <i>Networking Reception</i>	1:00-4:00 p.m. Team Project or Roundtable Discussion	1:00-4:00 p.m. Lending, Deposit, and Member Growth Strategies of the Top 100 Credit Unions	1:00-4:00 p.m. Finishing Touches for Credit Union Marketing Success

**Schedule is subject to change.*

Revised 2/18/09

FOR MORE INFORMATION

Visit training.cuna.org and choose *Schools & Conferences*.

PROGRAM CONTENT:

E-MAIL: training@cuna.coop

CALL: 800-356-9655, ext. 4249

REGISTRATION INFORMATION:

E-MAIL: reginfo@cuna.coop

CALL: 800-356-9655, ext. 4400



Credit Union
National Association
Professional Development