

## CUNA Marketing Management School: Part III Schedule

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

Monday	Tuesday	Wednesday	Thursday
7:00-8:00 a.m. <i>Registration &amp; Networking Breakfast Provided</i>	7:00-8:00 a.m. <i>Networking Breakfast Provided</i>	7:00-8:00 a.m. <i>Networking Breakfast Provided</i>	7:00-8:00 a.m. <i>Networking Breakfast Provided</i>
8:30-8:45 a.m. <i>Welcome &amp; Orientation</i>	8:15 a.m.-Noon <b>The Future of Credit Union Marketing</b>	8:15 a.m.-Noon <b>Your Member's Experience: Will It Win, Wow, or Worry</b>	8:15 a.m.-Noon <b>Strategies for Reaching the Underserved</b>
8:45 a.m.-12:15 p.m. <b>Working Out of the Box &amp; Within the Lines</b>			
12:15-1:30 p.m. <i>Lunch on Your Own</i>	Noon-1:15 p.m. <b>Idea Share &amp; Networking Lunch</b>	Noon-1:15 p.m. <i>Lunch on Your Own</i>	Noon-1:15 p.m. <i>Lunch on Your Own</i>
1:30-4:30 p.m. <b>Market Research</b>	1:15-4:15 p.m. <b>Best Practices Roundtable Discussion</b>	1:15-4:15 p.m. <b>Proving Your Credit Union's Story With Multi-Sensory Marketing</b>	1:15-4:15 p.m. <b>Blending Digital &amp; Social Marketing Successfully into Your Plan</b>
4:30-5:30 p.m. <i>Networking Reception</i>			

*\*Schedule is subject to change.*

*Revised 2/18/09*

### FOR MORE INFORMATION

Visit [training.cuna.org](http://training.cuna.org) and choose *Schools & Conferences*.

#### PROGRAM CONTENT:

E-MAIL: [training@cuna.coop](mailto:training@cuna.coop)  
CALL: 800-356-9655, ext. 4249

#### REGISTRATION INFORMATION:

E-MAIL: [reginfo@cuna.coop](mailto:reginfo@cuna.coop)  
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