



Marketing Academy 2020

**Tuesday, September 15 –
Thursday, September 17**

Omaha Marriott
Downtown in the
Capitol District

EARLY-BIRD SAVINGS

Registrations received before
July 1 are only \$1,495.

REGULAR PRICE

Registrations received after
July 1 are only \$1,695.

DISCOUNTS OFFERED for
financial institutions sending
multiple attendees! Contact
Rachael Houghton for more
information.

*The registration fee covers everything
except travel to the event.*

*Class size is limited to the first 36
registrants.*

This event is designed specifically for those at your financial institution with a direct role in marketing your strategy. The academy will focus on marketing tactics for growing your client base.

There will be ample opportunity to network with other marketing professionals that utilize the Haberfeld HPG™ strategy. As an attendee, you will complete a DiSC® profile that will give insights into your personal style and provide a better understanding of how to most effectively communicate with your key contacts.

SESSION TOPICS

- Marketing Fundamentals
- Using DiSC® for More Effective Communication
- Managing a Successful Event
- Performance Metrics
- Roundtable Discussion
- Big Day Preparation
- Prospect Selection
- Digital Marketing
- Marketing to Your Clients
- Aligning Marketing with Execution
- Marketing PlusOne™
- 2021 Planning
- Sending Your Message Upstream

HABERFELD WILL PROVIDE

- Three nights lodging at the Marriott
- Opening welcome reception on the evening of September 15
- Six meals, including dinner at a great local restaurant provided on September 16
- All workshop materials
- DiSC® profile assessment

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