CUNA Marketing Management School: Year 1

April 29 – May 3, 2012 ● Las Vegas, NV

Year 1: Marketing 101 – The Basics

Lead Facilitator – Randy Schultz CU-CME Advisor – Anne Legg

Sunday	Monday	Tuesday	Wednesday	Thursday
9:30-10:30 a.m. *Pre-conference Workshop Registration*	7:00-8:15 a.m. *Registration & Breakfast* 8:15-10:00 a.m. *Welcome & Opening Session* 10:15-11:45 a.m. **Opening Session Debrief**	7:00-8:00 a.m. *Breakfast* 8:00-11:30 a.m. **Marketing to the Numbers**	7:00-8:00 a.m. *Breakfast* 8:00-11:45 a.m. **Public Relations is Now Public Reputation**	7:00-8:00 a.m. *Breakfast* 8:00-11:45 a.m. **What Keeps Your Members Coming Back? The Credit Union Experience!**
	11:45 a.m.-1:00 p.m. *Lunch on Your Own*	11:30 a.m.-1:30 p.m. *Idea Share & Networking Lunch*	11:45 a.m.-1:00 p.m. *Lunch on Your Own*	
1:00-5:00 p.m. **Pre-conference Workshop: Marketing Compliance**	1:00-4:00 p.m. **Marketing Plans & Building Brand Momentum: How to Influence Decision-Making in 2011 & Beyond: Part 1**	1:30-4:00 p.m. **Putting the Numbers to Work**	1:00-4:00 p.m. **Taking the Lead on Activating Your Brand Strategy**	1:00-4:00 p.m. *Exam Review (optional)* 4:15-6:15 p.m. *Exam (optional)*
	4:30-5:30 p.m. *Networking Reception*	**Evenings Free**		

Schedule is subject to change.

FOR MORE INFORMATION
Visit **training.cuna.org/mms1**

PROGRAM CONTENT:
E-MAIL: training@cuna.coop
CALL: 800-356-9655, ext. 4249

REGISTRATION INFORMATION:
E-MAIL: reginfo@cuna.coop
CALL: 800-356-9522, ext. 4400

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Professional Development