



# Community Bankers Association of Kansas presents...

**Tuesday March 2, 2010**

## Social Media for Bankers

**Telephone / Webinar scheduled 2:00 - 3:30 pm**

*350 million people are on Facebook, and half are over the age of 35. Should your bank be there too?!*

With over 70% of banking occurring outside the branch, the online channel dominates. Nothing is growing faster than social networking sites like Twitter and Facebook. What started as a venue for Gen Y'ers has quickly become a cross-generational meeting place, one many believe will soon be a destination for commerce and payments. So should your bank have a presence on social networks? What tactics will best position your bank as a "trusted friend" without exposing it to unnecessary regulatory and compliance risks? Will non-public information be safe from malware and hackers? If not, are you responsible? Learn how to master the function and form of "social banking" in ways that won't run afoul of regulators.

**HIGHLIGHTS**

- Why social media matters
- What works and what doesn't
- Top 5 ways to bolster trust, brand, and customer engagement
- Top 5 mistakes banks make with social media
- Top 5 elements of a bank social media policy
- Top 5 risks of social media and how to mitigate them

**SPEAKER:**

**Lee Wetherington**, Director of Strategic Insight, ProfitStars®

**WHO SHOULD ATTEND:**

This practical session is designed for bank officers and staff responsible for the ongoing strategic development, risk mitigation, and compliance of your bank's online channel and website.

	<u>TRAINING OPTION</u>	<b>MEMBER</b>	<b>NON-MEMBER</b>
A	Telephone Seminar	\$205	\$275
B	Webinar (audio will be over normal phone lines / visuals over the web)	\$215	\$285
C	Webinar <b>and</b> On-Demand Web Link** Plus receive a FREE CD Rom	\$260	\$330
D	On-Demand Web Link** Plus receive a FREE CD Rom	\$200	\$270

**\*\*ON-DEMAND WEB LINK** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within 5 business days following the webinar, you will be provided with a web link that can be viewed anytime 24/7 for the next 6 months. This link will expire 6 months after the live program date. **But there's more . . . AS AN ADDED BONUS, you will also receive a FREE audio/visual CD ROM.\*** The CD includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the on-demand link or this "off-the-shelf" training program for those that could not attend the live seminar and for future training. **\*CD Rom for PC use only**

<b><u>CIRCLE OPTION</u></b>	Choose option above by circling corresponding letter next to seminar choice below. <b>*See "EXAMPLE" Below **Pricing is for each seminar selected / per phone line</b>
A B <b>C</b> D	Social Media for Bankers, <i>Tuesday, March 2</i> "EXAMPLE"
A B C D	Social Media for Bankers, <i>Tuesday, March 2</i>

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Bank:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City & Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

[4 Easy Ways to Register](#)

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