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## **CUES® Introduces New CEO/Executive Team Network 2017 Format Based on Attendee Feedback**

**MADISON, Wis.**— CUES is introducing a new take on CEO/Executive Team Network in 2017, with an all new format designed to drive attendee interaction, deliver the highest quality speakers, and make the conference more convenient.

“CEO/Executive Team Network 2017 will offer a powerful new learning and networking experience unlike any our attendees have experienced,” said John Pembroke, CUES’ president/CEO. “This is our flagship event, and our members look forward to it each year. When we decided it was time to refresh this conference, we went right to the source: our attendees. We asked them for input on everything from length of time out of the office to location setting and time of year preference.”

Previously spanning four days, CEO/Executive Team Network 2017 will be just over two days; it will run from Tuesday evening, October 10, through the afternoon of Thursday October 12, at The Cosmopolitan of Las Vegas, Las Vegas.

“In addition to the change in conference length, those who responded to our survey also said they wanted stronger, more structured sessions. As a result, we’ve dedicated more time to general sessions; we’ll look at vital industry issues, then find solutions together,” said Pembroke. “Networking has always been a vital part of this conference; we’ve kept that firmly in place, designing a format encouraging attendee interactions.”

CEO/Executive Team Network will cover topics such as fintech, payments, negotiations, brand strategies, leadership development, and more. Top-rated presenters include:

- Number one best-selling author and popular motivational keynote speaker Erik Qualman, founder, equalman LLC, speaking on *Digital Leadership, Influence and Innovation in a World Gone Wi-Fi*

- Former FBI lead international kidnapping negotiator Chris Voss, president/CEO, The Black Swan Group Ltd. and co-author, *Never Split the Difference: Negotiating As If Your Life Depended On It*, covering effective tactics for high-pressure negotiations in his presentation, *Never Split the Difference*
- Top rated keynote speaker, consultant and author of *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest*, Denise Lee Yohn, president, consulting partner, Denise Lee Yohn, Inc., who has cracked the code on brand-building and will share what she's discovered during *Brand Leadership: How to Build a Rock Star Brand*

To learn more on CEO/Executive Team Network, visit [cues.org/CNET](http://cues.org/CNET).

*CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. CUES' mission is to educate and develop credit union CEOs, directors and future leaders.*

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