



School of Strategic Marketing II
July 19–20, 2018
Seattle, WA

[Where should I stay?](#)

Crowne Plaza Hotel Seattle

1113 6th Avenue
Seattle, WA 98101-3048
1.888.233.9527

Rates at the Crowne Plaza Hotel Seattle are \$219 per night for single/double occupancy. Please make your hotel reservations prior to June 14, 2018, by [going online](#) or calling 888.233.9527 and mentioning you are with CUES.

The hotel will accept reservations after June 14th based on availability; however, rooms may be gone before then, so early reservations are recommended. Staying within CUES' room block will help keep registration prices down.

**Remember that all hotel arrangements are strictly between you and the hotel. In the event your flight is canceled, you are responsible for calling to cancel your room reservation.*

Check-in time is 4 p.m. and check-out time is 12 p.m.

Tax Exemption Information

Federal credit unions are exempt from the Hotel Room & Occupancy tax when you pay for rooms directly with a **company Federal credit card that is billed to the credit union**. The funds cannot be paid from a personal account. You will also need to bring a copy of your credit unions tax exempt status with you to give them at the time of check in. Please see last page for more information.

[How do I get there?](#)

Airport

The Crowne Plaza Seattle is located approximately 15 miles from the Seattle Tacoma International Airport ([SEA](#)).

Airport to Hotel

Travel times by vehicle can vary greatly based on time and overall traffic conditions; plan for approximately 30 minutes. Taxis are readily available at the airport. A cab is approximately \$40

Air Travel

CUES conference participants may call Fox World Travel for airfare reservations at **888.691.9163** between 7:30 a.m. and 5:30 p.m. CST and reference Group Code **09FP1344**. Please note that a ticket processing fee of \$37 domestic or \$46 international will be added. CUES does not offer a discounted rate, but Fox World Travel will ensure the best pricing available

Car Rental

Hertz is the official car rental company for this meeting. You can take advantage of their discounted rates by placing your reservation online at www.hertz.com or through the Hertz Meeting Sales Desk within the U.S. at 800-654-2240; from within Canada call 800-263-0600 refer to Meeting CV#02ZG0014.

Parking

Parking is \$41 plus tax per day and is subject to change. Additional parking facilities are available nearby at a comparable charge. Please note that we are unable to accept oversized vehicles due to our space limitations. Parking is limited and priority will be given to overnight guests.

[What will I learn?](#)

Please review page 4 for agenda.

Speakers:

James Robert Lay
Founder/CEO
Digital Growth Institute

Lay is the Founder and CEO of Digital Growth Institute. He is on a mission to simplify digital marketing and to help financial institutions grow from good to great by building marketing systems that guide people toward a brighter financial future. Of his many honors to date, Lay has been named one of Financial Brand's "Top Global Financial Services Influencers to Follow," a CUNA "Credit Union Rock Star," and a CU Times "Under 40 Trailblazer." He frequently speaks at financial services conferences and events around the world and is often quoted in leading publications such as *US News* and *World Report*, *The Financial Brand*, *American Banker*, and *CU Times* among many others.

Taylor W. Wells
Communications Director
On The Mark Strategies

Wells is a veteran in the branding, marketing, public relations, writing, teaching and public speaking fields with twenty years of experience in a variety of industries. He began his career as a radio news and sports director/announcer before transitioning into marketing, branding and public relations roles.

While specializing in credit unions and financial institutions, Wells also offers practical knowledge and insights to share from non-profit, national defense and franchising. Wells has contributed to a wide variety of regional and national professional trade journals and mass media publications and broadcasts. Wells holds a Bachelor of Arts (Journalism) degree from Angelo State University.

Wells' scope of knowledge covers key fields including speaking, branding, strategic planning, corporate communications, social media applications for large and small businesses, business development, entrepreneurship and business start-ups. He is also co-author of the latest book from *On The Mark Strategies*, *Marked for Success*.

CPEs

- Earn up to 14.5 CPE Credits
- Program Level: Overview
- Delivery Method: Group-Live
- Field of Study: Business Management & Organization
- Prerequisites: None

Credit Union Executives Society (CUES) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

*** CPE Credits subject to change without notice*

When should I arrive?

Registration will be Thursday, July 19th from 8:00–8:30 a.m. Class starts at 8:30 a.m. and continues until 4:30 p.m. on Thursday and Friday.

What should I pack?

Suggested dress for this meeting is business casual. Also, please bring comfortable shoes as there will be some walking involved on your educational tour. Although we try to keep meeting room temperatures comfortable, we suggest you bring a sweater or jacket. The temperature in Seattle this time of year is in the mid-70's during the day and cools down to high 50's in the evening.

What else do I need to know?

Registration Fee Includes

- All educational sessions and materials
- Breakfast Thursday and Friday
- Lunch Thursday and Friday
- Morning and afternoon refreshments Thursday and Friday

Cancellations

ALL CANCELLATIONS MUST BE IN WRITING. (cues@cues.org)

- Prior to 60 days: full refund
- 31-60 days before start of event: 50% refund
- 0-30 days before start of event: no refund

Substitute attendees are welcome, subject to eligibility. CUES reserves the right to cancel or reschedule the event due to unforeseen circumstances, and will refund fees if the event is rescheduled or location is changed and you are unable to attend.

Questions

If you have any questions, call CUES Headquarters at 800.252.2664 or outside the U.S. call 608.271.2664, ext 340.

Agenda

Thursday, July 19

8:30-8:40 a.m.	Introduction & School Overview
8:40-9:00 a.m.	Team Exercise: Positive Focus
9:00-9:45 a.m.	Key Digital Marketing Technologies
9:45-10:15 a.m.	Marketing Technology Team Assessment
10:15-10:30 a.m.	Networking Break
10:30-11:15 a.m.	Beyond the Marketing Calendar: Member Journey Mapping
11:15 a.m.-12:00 p.m.	Intro to Basic Member Journey Mapping Principles
12:00-1:00 p.m.	LUNCH
1:00-1:30 p.m.	5 Things You Can Do with Behavioral Marketing
1:30-2:00 p.m.	Branches Aren't Dead
2:00-2:15 p.m.	Changing the Role of the Branch
2:15-2:30 p.m.	Networking Break
2:30-3:15 p.m.	Build a Website That Sells
3:15-4:00 p.m.	Live Website User Testing Findings and Recommendations
4:00-4:30 p.m.	Day 1 Wrap Up and Key Strategic Insights

Friday, July 20

8:30-8:45 a.m.	Introduction & Day 1 Review
8:45-9:00 a.m.	Team Exercise: Spark Creative Thinking with Matches
9:00-9:45 a.m.	Proving Digital Marketing's Strategic Value
9:45-10:15 a.m.	Group Discussion
10:15-10:30 a.m.	Networking Break
10:30-11:15 a.m.	Branding Has No Org Chart
11:15 a.m.-12:00 p.m.	Group Discussion
12:00-12:45 p.m.	LUNCH
12:45-1:30 p.m.	Staff for Digital Growth
1:30-1:45 p.m.	Introduce On-site Field Trip Learning Experience
1:45-2:00 p.m.	Networking Break
2:00-2:15 p.m.	Travel to the Pike Brewing Company
2:15-3:45 p.m.	Pike Brewing Company Tour
3:45-4:00 p.m.	Travel Back to Hotel
4:00-4:30 p.m.	Year 2 CSME Ceremony & Project