



NDBA Communications & Marketing Peer Group Meeting Agenda

July 27, 2023

Meeting Room: 432

Facilitators: Janel Schmitz, Bank of North Dakota
Kristin Jaeger, Cornerstone Bank

Welcome and Introductions

Presentation:

C-suite executives share their expectations of us and how we can communicate more effectively with them. Here's a few of the questions:

- What keeps you awake at night?
- What contributions do you expect from your communications team?
- What gets you out of bed in the morning?
- What metrics are you looking for from your marketing/communications team?
- How do you share feedback with your marketing/communications team?
- What have you found successful for ensuring the marketing/communications team is informed of bank goals and direction?

Submitted Topics:

1. CRM's - what system are you using? What are the pros and cons?
2. Surveys
3. Customer Fraud information
4. Round-the-Table Discussion