

April 24 & 25, 2019

Courtyard by Marriott, Bismarck



LEAD360

CONFERENCE



NORTH DAKOTA
BANKERS
ASSOCIATION



Be Compelling!

Developing Growth Strategy ♦ Leading People ♦ Achieving Sales Excellence
Engaging Staff ♦ Leveraging Social Media ♦ Speaking Confidently

WHO SHOULD ATTEND

Bank leaders in sales, lending, marketing, retail and customer service should attend **LEAD360** to gain personal and professional benefits.

We are all called to lead!

Wednesday, April 24

8:00 am Registration and Continental Breakfast

8:30–9:30 am **Welcome and Rapid-Fire Roudtables**
Join us for a fast-paced networking session to get to know other attendees and discuss current issues.

9:45–11:30 am **“Growth Strategies that Motivate People and Produce Meaningful Results”**
Joe Micallef, GrowUp Sales, Chicago IL

The importance of skillful growth planning in this rapidly changing marketplace is increasingly evident, yet banks are not effectively leveraging their most valuable planning tool – their staff. Investing time, money and effort to develop a collaborative growth plan that captures the knowledge, experiences and ideas of your broader team will not only produce a more focused growth effort but will inspire greater staff engagement across the bank.

Learn how to effectively leverage the most valuable planning tool – your team.

11:45 pm Lunch and Networking

1:00–2:30 pm **“Managing the Human Element of Your Business”**
Donna Flynn, SkillsMastery Group, Chicago IL

Organizations don't get results – people do. But sometimes dealing with people can be difficult, frustrating or just plain exhausting. In this session, learn the significant, key dimensions to communicating with and understanding people and how to make the greatest difference in getting results through them. When we learn to recognize our defensiveness and deal with it, our relationships improve immediately. The benefits translate directly to your organization, your customers and your bottom line.

Discover how to deal with defensiveness.

2:45–4:00 pm **“Social Media Advertising on a Community Bank Budget”**
Spencer X. Smith, AmpliPhi, Madison WI

So, you're minding your own business and browsing Facebook. Then, there it is again! Those shoes, in the size you wear, in the color you like, popping up as an ad in your Facebook feed. How does that happen? Cookies? Yep. But what else? And, more importantly, how can you use the power of the “creepy Facebook ad” to your advantage in your business? In this session, Spencer X Smith will both show you exactly how the technology works and how you can implement the power of targeted digital marketing to grow your revenue.

4:00 pm **Day One Closing Comments**
Facilitated by Joe Micallef, GrowUp Sales, Chicago IL

4:15 pm **Networking Social**

Thursday, April 25

7:30–8:00 am

Hot Breakfast

8:00–8:15 am

Good Morning and Day One Recap

Facilitated by Joe Micallef, GrowUp Sales, Chicago IL

8:15–9:45 am

“Stop Selling. Start Telling. Be Compelling.”

Joe Micallef, GrowUp Sales, Chicago IL

What is your compelling super hero story?

Every banker says “we provide great service” or “we help small businesses” but do you know how to truly demonstrate your great value proposition? Many bankers struggle to sell the features and benefits of their loan and deposit products. Without engaging your customers to understand their specific needs, you will continue to have limited success. A more effective and simpler approach is to tell compelling success stories about problems you solved for other customers or how you have helped them grow.



10:00–11:00 am

“Get Over It. Speaking with Confidence and Creating Memorable Moments”

Donna Flynn, SkillsMastery Group, Chicago IL

Crisp up your communication and message delivery.

Presentation skills impact your entire life: at work, at home and everywhere in between. Learn how to embrace presenting information by crisping up your communication, speaking with confidence and delivering a strong message that engages your audience and reels them in. You will learn the 4 Ps of killer presentations, including content and style tips, do’s and don’ts, and how to deliver effectively with fun and flair.

11:00–11:15 am

Closing Comments, Evaluations & Wrap-up

Facilitated by Joe Micallef, GrowUp Sales, Chicago IL

11:15 am

Adjourn

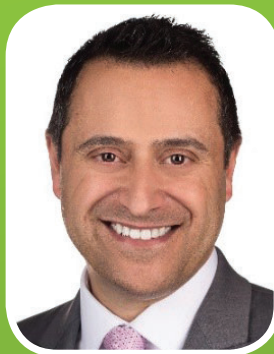
Conference Speakers



Donna Flynn

SkillsMastery Group
Chicago IL

Donna’s company works with executives, and companies, helping them create a real purpose for their work, tap into their human talent and potential, and create a fun, engaged, accountable team of people that consistently drive high-performance and results. She does this through creating atmospheres of openness, feedback, and true accountability among members and ‘getting real’ about what goes on within the team, organization and its leadership.



Joe Micallef – Emcee

GrowUp Sales
Chicago IL

For over 25 years, Joe has led business development teams in the finance industry across Australia, Canada and the US. Joe says, “To create a successful banking career, it’s important you learn to confidently develop relationships with your customers.”

Throughout the conference, Joe will share his passion for sales and movies by highlighting his top 10 tips for achieving sales excellence with memorable movie moments. Rediscover the joy of film and its power to reinforce ideas!



Spencer X. Smith

AmpliPhi
Madison WI

Spencer X Smith has the unique gift of being able to explain complex or jargon-laden topics in an accessible and entertaining way that engages and inspires his audiences not just to think, but to act. He doesn’t simply teach and share his knowledge; he deftly utilizes audience interaction, real-world examples and tales from his days as a rock drummer and band manager to elicit powerful and profound reactions that stay with his audience.

HOTEL INFORMATION



A block of rooms has been reserved at the Courtyard by Marriott.

Deadline to reserve rooms: April 3

Please call the hotel directly and ask for the *North Dakota Bankers Association* room block.

Courtyard by Marriott

3319 N 14th Street, Bismarck ND
Phone: 701.223.6667
Room rate: \$139

REGISTRATION

Registration fee includes entrance to sessions, breakfasts, lunch, refreshment breaks, conference materials and the evening reception.

Register by April 3 and save!

Fees listed are per person.

	Advance	After April 3
NDBA Member	\$295	\$325

Refund Policy

Refund less \$25 will be made if requested one week prior to conference. No refunds after that date. If you are unable to attend, substitution by another bank employee is encouraged.

Tax Disclaimer

The cost for all meals and breaks at the conference is \$55. This information is provided for your tax records, in keeping with the IRS 50% deductible provision under Section 274(n) of the Internal Revenue Code.

Thank you to our sponsors.

CONFERENCE REBATE AVAILABLE:

Graduate School of Banking will provide a rebate of NDBA LEAD360 Conference registration fees (to a maximum of \$250) to anyone who also attends the new **GSB Sales and Marketing School**, scheduled for September 29 – October 4. Rebate will be sent after the completion of the GSB school.

Link for more information: <https://www.gsb.org/sms/Sales-Marketing-Overview.php>



Graduate School of Banking
at the University of Wisconsin – Madison



NDBA
PO Box 1438
Bismarck ND 58502-1438
Phone: 701-223-5303
www.ndba.com

Questions? Contact NDBA SVP of Education
Dorothy Lick at 701.223.5303.



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Organization Information

Bank/Company _____ Phone _____

Address _____

City _____ State _____ Zip _____

Registrants

Registrant 1 _____

Email _____ Branch Location _____

Registrant 2 _____

Email _____ Branch Location _____

Registrant 3 _____

Email _____ Branch Location _____

Total Due _____



NORTH DAKOTA
BANKERS
 ASSOCIATION

Mail this form with payment to:

North Dakota Bankers Association
 Attn: Registration
 PO Box 1438
 Bismarck ND 58502-1438

Or email to: ndba@ndba.com

- Please send an invoice.
- Check enclosed.
- I'd like to pay by credit card. Please contact me.