



NDBA Communications & Marketing Peer Group Meeting Agenda

September 25, 2024

Meeting Room: 443

Facilitators: Kristin Jaeger, SVP Director of Marketing and Communications, Cornerstone Bank
Karly Schefter, Marketing & Graphic Design Officer, First Western Bank
Janel Schmitz, Communications & Marketing Manager, Bank of North Dakota

Welcome and Introductions – Showcase your favorite promotional item!

Discussion Topics:

- Data Analytics Presentation + Roundtable
- AI in Banking Presentation + Roundtable
- Communications and Marketing Roundtable:
 - How are your teams structured?
 - What are you using for design software?
 - What Key Performance Indicators (KPIs) are you tracking?
 - How are you getting people back into the bank to help build relationships?
 - Sales
 - Plus other topics from the group
- Update on BND's Smart with My Money website

Next Meeting: Virtual in Spring 2025 – when?