

VIRGINIA BANKERS ASSOCIATION

GOVERNMENT RELATIONS

TIPS FOR A SUCCESSFUL BANKER DAY

Thank you for participating in VBA Banker Day! We are glad you will be joining other bankers from across Virginia on January 12th for this event. Whether it is your first time, or you are a returning participant, here are some helpful tips to ensure your Banker Day experience is a success.

- **PREPARE.** If you have not already made appointments with your local legislators, connect with their offices now.
- **KEEP IT SIMPLE.** You don't need to be a lobbyist - that's why the VBA is here. Review any talking points provided and be ready to speak about them, but also talk about what is going on in your local community and your role at the bank.
- **COORDINATE.** Meeting in groups works well. Make sure to designate a spokesperson for your group and clarify who the legislator should follow-up with on any questions.
- **BE ON TIME.** Members of the General Assembly are extremely busy, so arriving late to an appointment could mean losing your slot all together. Similarly, don't exceed the scheduled time.
- **ASK QUESTIONS.** The members of the General Assembly will have no problem answering any questions you have, and many times a good question is a great conversation starter.
- **USE YOUR TIME WISELY.** Attempt to see as many legislators as possible, not just your own. The more who hear our message, the better.
- **CONNECT.** Remember to bring your business cards to give to legislators and offer to serve as a resource on banking issues. It's always a good idea to follow-up afterwards as well.
- **DON'T KEEP US IN THE DARK.** Fill out the legislator meeting survey found on the attendee portal to help keep the VBA staff informed of any meetings scheduled - we want to make sure every legislator meets with a banker by the end of the day. The VBA staff is also able to assist in connecting you with other local bankers attending Banker Day, in order to consolidate meetings for the legislators who have multiple groups of bankers attending the event.
- **FAMILIARIZE.** Be sure to know who you are meeting. Nearly every member has a website, and all can be found on the General Assembly website.
- **PACK LIGHT.** The Pocahontas building is a secured building. You will be required to go through security check points and metal detectors upon entering the building. It is always best to limit your belongings and dress like you are going to the airport.
- **DRESS WARMLY.** Remember it is January in Virginia and can get quite cold. We will be walking from the Greater Richmond Convention Center to the Pocahontas Building and back. You may also be outside for some extended periods of time while waiting for security.
- **DON'T BRING GIFTS.** This side of ethics reform, many legislators will not accept any gifts at all.
- **GIVE US FEEDBACK.** VBA staff will ask for your feedback from each legislator visit you have scheduled; please remember to provide it in the appropriate channel when that is communicated.