

# VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

## **VBA Marketing Committee Meeting May 1, 2023 10am-1pm with Lunch**

### **AGENDA**

**I. Welcome – Laura Wright**

**II. Axios HQ Demo and the Methodology behind Smart Brevity**

**III. Icebreaker – Laura Wright**

- a. What is one project you are working on right now that excites you?

**IV. VBA Connect | Protect Experience Recap – Kristen Reid**

- a. Other Education & Training Updates

**V. Financial Literacy Updates – Monica McDearmon**

**VI. Roundtable Discussion – Laura Wright**

- What are your security concerns for “phishers” or “scrubbers” when deciding whether to post individual employees’ email addresses on websites (or allowing website visitors to click on a name and email that person directly)?
- Treasury department incentive plans – for referrals.
- How are your internal communications handled? How do different banks manage bank wide communications as it relates to channels used, approval process, timing and messaging?
- Post pandemic, what is your bank doing for bank wide or regional company events? Who manages the planning and what are they planning?
- Also, post pandemic, is plexiglass here to stay?

**VII. Next Meeting Discussion & Adjourn**