

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

**VBA Marketing Committee Meeting
November 1 | 10am-1pm with Lunch
VBA Office – 4490 Cox Road, Glen Allen, VA 23060**

AGENDA

- I. Welcome – Laura Wright**
- II. Guest Speakers: Bank On Movement**
 - a. American Bankers Association: Christopher Gray
 - b. C&F Bank – Randy Phelps
- III. 2024 VBA Connect | Protect Experience Discussion (March 11-13) – Kristen Reid**
 - a. Other Education & Training Updates
- IV. Financial Literacy Updates – Monica McDearmon**
- V. Roundtable Discussion – Laura Wright**
 - ChatGPT or large language models (a type of AI that can mimic human intelligence): how are you using them to help with marketing-related tasks? Any tips or learnings to share?
 - Tips/software/programs for digital asset management of photos/videos?
 - Social media platforms
- VI. Committee Planning Information and Updates for 2023 – Chandler Owdom**
- VII. Adjourn to Lunch**

