



CONFERENCE AGENDA KEYNOTES



Chris Barras
Area 10

Unstuck: Turning Who You Are Into Who You Could Be

We all have a story about the way things are and about why they are. We tell our stories to help us make sense of the world and to understand where we fit. But what if the story you're telling is keeping you stuck? And what if that story can change? None of us can change history, and we can't control the market or other people. But we can change how we relate to our work, to each other, and to ourselves. And changing the story is the first step toward changing your life, your relationships, your organization, and your future.

Let's re-write your story together. In this keynote, Chris digs deep into the anatomy of transformation, sharing how and why people change. Using interactive, hands-on prompts, he will help orient you to the now - why you are where you are - and crystallize your vision for moving forward. Offering several practical tools, this engaging keynote will illuminate your path to producing new and different results for you and your organization.



Paul Vitale,
Matt Birk & Co.

Setting The Tempo For Success

The momentum an individual brings into any environment sets a tempo that affects the end result. During this presentation, Paul shares concepts that demonstrate the necessity for controlling one's approach and energy regardless of the surrounding variables and circumstances. Through strategic positioning of actions, reactions, and attitude, each member of a team is directly responsible for the success of the unit as a whole. Research indicates that no matter the industry or employment position, individuals control the outcome of success through the tempos set. Paul developed the proven methods shared during this empowering training to embolden participants to take command of their influential personas in order to improve their environments.

MONDAY, MARCH 11, 2019

2:00 pm

Registration

2:30-5:30 pm

Active Shooter Training Workshop: Surviving the Life or Death Gap

Terry Choate & Joseph Hileman
Blue-U Defense

5:30-6:30 pm

Welcome "Regi-ception"

Dinner is on your own. Enjoy your evening!

TUESDAY, MARCH 12, 2019

7:30-8:00 am

Registration & Continental Breakfast with the Exhibitors

8:00-8:15 am

Welcome & Sponsor Introductions

8:15-9:15 am

Opening Keynote: Unstuck: Turning Who You Could Be Into Who You Are

Chris Barras, Area 10

9:15-9:30 am

Networking Break

9:30-11:00 am

Cyber Incident Response Planning and Management

Sharon Cook, FHLBank Atlanta

11:00-11:20 am

Networking Break in the Exhibit Hall

11:20 am-12:20 pm

Breakout Topics #1, choose one:

- **RETAIL:** Coaching: A Question of Balance
- **MARKETING:** Everything You Wanted to Know About Branding, but Were too Afraid to Ask
- **HR:** Legal Panel
- **TRAINING:** Microlearning the "Go-To" Tool in Your Learning Reinforcement Toolbox

12:20-1:35 pm

Lunch with Special Session: The Governor and the Activist

Former Governor Bob McDonnell and community organizer Allan-Charles Chipman discuss Virginia's ongoing struggle for racial healing in the Commonwealth. In conversation between them and with the audience, they'll discuss the challenges of telling the full truth of Virginia's history and specific actions that the banking community can take in supporting equality and healing. The discussion will be moderated by Scott Wayne, a former British diplomat, now based in Virginia, and a partner with Envoy Intelligence.

1:45-2:45 pm

Breakout Topics #2, choose one:

- **RETAIL:** Competing to Win in Retail Banking Today
- **MARKETING:** Leveraging Google Analytics for Deeper Data Insights
- **HR:** Hot Topics In Employment Law
- **TRAINING:** Accelerate Proficiency with Personalized Learning Paths

2:45-3:00 pm

Networking Break in the Exhibit Hall

3:00 - 4:00 pm

Breakout Topics #3, choose one:

- **RETAIL:** The Untapped Market: Using Workplace Banking as a Retail Channel
- **MARKETING:** A Simple 3-Step Process to Gaining New Clients with Your Digital Marketing & Advertising While Remaining Compliant
- **HR:** Creating & Sustaining Great Teams
- **TRAINING:** Roundtable Discussion

4:00-4:15 pm

Networking Break in the Exhibit Hall

4:15-4:45 pm

Industry Update

4:45-5:00 pm

SPARK! Pre-Reception

SPONSORED BY: Baskervill

5:00-5:30 pm

SPARK! Presentations

5:30-6:30 pm

Networking Reception

SPONSORED BY: Harland Clarke

Dinner is on your own. Enjoy your evening!

WEDNESDAY, MARCH 13, 2019

8:00-9:00 am

Continental Breakfast with the Exhibitors

9:00-10:00 am

Breakout Topics #4, choose one:

- **RETAIL & MARKETING:** Making the Switch: How to Attract Customers To Your Community Bank
- **HR:** Merger Integration - The Human Aspect
- **TRAINING:** Adapting the Banking Workforce to the Digital Era

10:00-10:15 am

Networking Break in the Exhibit Hall

10:15-10:25 am

Sponsor Drawing

10:25-11:25 am

Closing Keynote: Setting the Tempo For Success

Paul Vitale, Matt Birk & Company

11:25-12:00 pm

Team Debrief & Action Planning

12:00 pm

Conference Adjourns