

# VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

## VBA Marketing Committee Meeting May 1, 2024 10am-1pm with Lunch

### AGENDA

#### I. Welcome – Laura Wright

#### II. Guest Speaker: Corey Wrinn from [Rivel](#)

##### What Do Millennials and Gen Z Groups Want From You? They Told Us

New VBA Associate Member Rivel will provide background information on their company, as well as share information on what younger generations are looking for from their banks. Their latest round of Banking Benchmarks - which includes thousands of interviews specifically on this topic - will certainly surprise you! Banks often gear their spending toward capturing these up-and-coming customers, but do you really know what products and services they want? Corey will also highlight some of the branding insights and local demands for Virginia specifically. Marketing committee participants will walk away with value and data, in addition to understanding who Rivel is.

#### III. VBA Connect | Protect Experience Recap – Kristen Reid

- a. Other Education & Training Updates

#### IV. Financial Literacy Updates – Monica McDearmon

#### V. Roundtable Discussion – Laura Wright

- What is one project you are working on right now that excites you?
- We're updating our sponsorship form. Does anyone have a sponsorship form, that they like, that they're willing to share?
- When you are posting on social media to promote a bank product or service, what language do you add to the post for compliance purposes? Please share any examples you may have.
- Effective fraud prevention communications?

#### VI. Next Meeting & Adjourn

- Thursday, August 29, 2024 from 10am-12pm via Zoom

