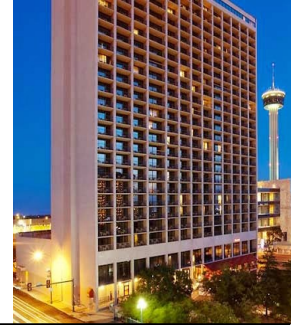




# cuStrategies



**cuStrategies 2017 Business Development & Marketing Conference**

**San Antonio Marriott Riverwalk**

**August 2-4, 2017**

## DAILY AGENDA

**8:30 am – 4:30 pm Daily**

### Wednesday, August 2, 2017

**8:30 am – 9:00 am**

**Continental Breakfast**

**9:00 am – 10:30 am**

**Key Strategies for Marketing & Business Development**

**10:30 am – 10:45 am**

**Break**

**10:45 am – 12 noon**

**Business Development Best Practices**

**12 noon – 1:00 pm**

**Lunch**

**1:00 pm – 2:30 pm**

**Business Development Best Practices**

**2:30 pm – 2:45 pm**

**Break**

**2:45 pm – 4:30 pm**

**Creating Relevance**

### Thursday, August 3, 2017

**8:30 am – 9:00 am**

**Continental Breakfast**

**9:00 am – 10:30 am**

**Branding Strategies**

**10:30 am – 10:45 am**

**Break**

**10:45 am – 12 noon**

**Building Your Business Development Program**

**12 noon – 1:00 pm**

**Lunch**

**1:00 pm – 2:30 pm**

**Identifying Key Metrics for Success**

**2:30 pm – 2:45 pm**

**Break**

**2:45 pm – 4:30 pm**

**Developing a Preferred Partner Program for Success**

### Friday, August 4, 2017

**8:30 am – 9:00 am**

**Continental Breakfast**

**9:00 am – 10:30 am**

**Sales Strategies**

**10:30 am – 10:45 am**

**Break**

**10:45 am – 12 noon**

**Overcoming Objections**

**12 noon – 1:00 pm**

**Lunch**

**1:00 pm – 2:30 pm**

**Targeting the Right Businesses the Right Way**

**2:30 pm – 2:45 pm**

**Break**

**2:45 pm – 4:30 pm**

**Business Development Checklist and Credit Union Peer Q&A**