

# ABA Bank Marketing School

## INVEST IN YOUR TEAM AND YOUR BANK

**WE TEACH CORE PRINCIPLES THAT WILL IMPROVE YOUR BOTTOM LINE.**

Our students learn how to:

- DEVELOP STRATEGY THAT DRIVES LONG-TERM PROFITABILITY
- EVALUATE AND PRIORITIZE ROI
- ALIGN MARKETING WITH RISK AND COMPLIANCE
- BECOME A MORE EFFECTIVE LEADER
- HARNESS DATA TO OPTIMIZE MARKETING CAMPAIGNS

### WHAT SUPERVISORS HAVE TO SAY

### WHAT STUDENTS HAVE TO SAY

“Our marketing director returned with a wealth of cutting-edge strategies and insights that...equipped her to make smarter, more profitable marketing and banking decisions.”  
— Donna Parton, Chief Operations Officer, CS Bank

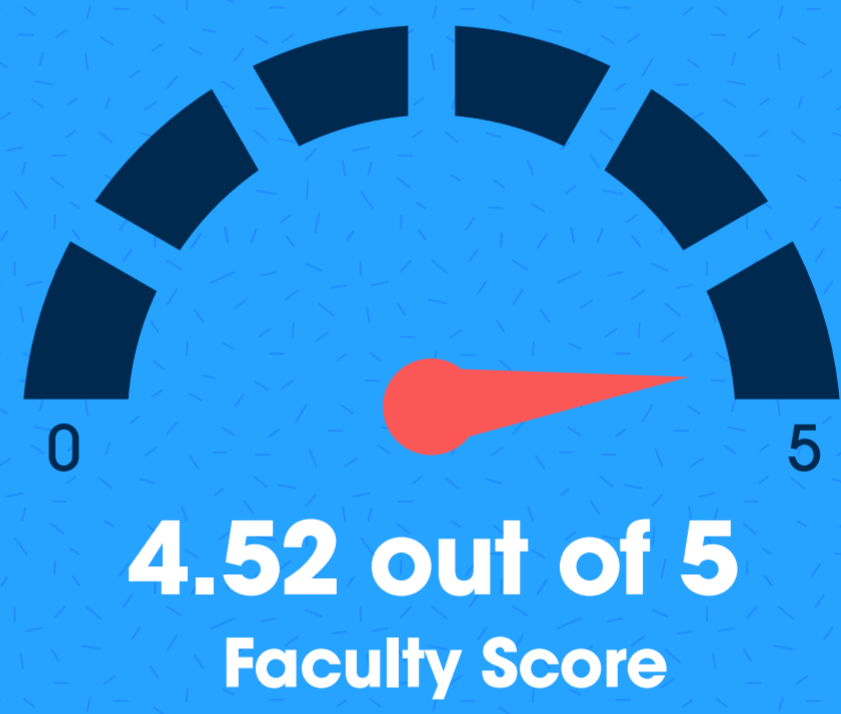
“The profitability and ROI talks have also given me the knowledge to know which questions I need to ask.”

“I’m impressed with the direct, real-world application of what has been learned. The knowledge and insights gained about current marketing trends is actively being used to improve our engagement and effectiveness.”  
— John McMahon, Senior Vice President, Community Engagement, BayCoast Bank

“As a young banker, ABA’s Bank Marketing School was a pivotal experience in my career. Not only was the content and the curriculum second to none, but the network of peers I gained is priceless.”



### TOP MARKS FROM STUDENTS



### COURSES DEVELOPED AND DELIVERED BY INDUSTRY LEADERS

<p><b>MARKETING PLANNING</b> Lance Kessler, CFMP, President, Lance Kessler &amp; Associates</p>	<p><b>SALES &amp; MARKETING ALIGNMENT</b> Shelley Regin, CFMP, SVP, Marketing, Country Bank</p>	<p><b>COMPLIANCE AND MARKETING</b> Charles LeFevre, CRCM, Principal &amp; Founder, Stanford Hill</p>
<p><b>BRAND INTELLIGENCE</b> Amber Farley, EVP, Brand Development, Financial Marketing Solutions</p>	<p><b>DATA &amp; ANALYTICS</b> Hunter Young, Founder &amp; President, HIFI Agency</p>	<p><b>PROFITABILITY</b> Jeff Marsico, President, The Kafafian Group Inc.</p>
<p><b>MARKETING ROI</b> Joann Marsili, CFMP, EVP, Chief Marketing &amp; Digital Experience Officer, Fidelity Bank</p>	<p><b>MARKETING RISK MANAGEMENT</b> Charles LeFevre, CRCM, Principal &amp; Founder, Stanford Hill</p>	<p><b>EFFECTIVE MARKETING LEADERSHIP</b> Lance Kessler, CFMP, President, Lance Kessler &amp; Associates</p>
<p><b>MULTICULTURAL MARKETING</b> David Femi, SVP, Business &amp; Professional Banking Regional Manager, M&amp;T Bank</p>	<p><b>PR AND COMMUNICATIONS</b> Theresa Wendhausen, CFMP, VP &amp; Branding &amp; Communications Manager, First National Bank and Trust Company</p>	<p><b>CONTENT MARKETING MANAGEMENT</b> Shelly Loffin, CFMP, Senior Director of Marketing &amp; Sales Enablement, Arvest Bank</p>
<p><b>12+ BANK MARKETING LEADERS</b></p>	<p><b>MARKETING AI</b> John Hanley, CFMP, Chief Experience Officer, Idaho First Bank</p>	<p><b>250+ YEARS OF EXPERIENCE</b></p>

### ADD A CFMP TO YOUR BANK AT A SAVINGS

ABA’s Certified Financial Marketing Professional (CFMP) is the only industry-recognized certification for bank marketers to demonstrate their expertise in the business of banking.

### With our CFMP bundle, save big when you purchase together:

- BANK MARKETING SCHOOL
- CFMP EXAM PREP
- CFMP EXAM

Empower your marketers. Fuel bank growth.  
**SEND YOUR TEAM TO ABA BANK MARKETING SCHOOL.**

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