



CFO Council – A nationwide network of over 1,100 credit union financial executives.
cunacfocouncil.org



HR/TD Council – Connect with over 750 human resource and training professionals across the country.
cunahrtdcouncil.org



Lending Council – A network of more than 1,000 credit union lending experts around the U.S.
cunalendingcouncil.org



Marketing & Business Development Council – More than 1,000 professionals nationwide focused on credit union marketing and business development.
cunamarketingcouncil.org



Operations Sales & Service Council – Over 700 professionals leading the operations, sales and service activities at credit unions across the U.S.
cunaopsscouncil.org



Technology Council – A network of over 600 technology and information systems executives located throughout the country.
cunatechnologycouncil.org

Full throttle

Making the most of every message, every member contact and every medium...these are the keys that turn on credit union success. Join the CUNA Marketing & Business Development Council and get your motor running with high octane resources and networking potential. With over 1,000 highly-driven members, the Council has the power to help your marketing and business development efforts shift into high gear — and win members' loyalty!



Get revvin'

Market Penetration – The **Marketing & Business Development Council's Annual Conference** is where hundreds of professionals come together

for three and a half days of expert sessions and insightful presentations on topics such as:

- Branding
- Special promotions
- PR and advertising
- Viral and e-marketing
- Membership growth
- Measurements
- SEG development
- Research strategies
- Ethnic and minority marketing
- CRM
- Direct mail
- Social media
- Product penetration
- Mobile marketing

It's the *premier education and networking event* for marketing and business development professionals!

Buzz-Buzz

– Ambassador programs, MCIF systems, logos, department budgets, newsletters, SEG recruitment and business development, community relations, referral programs, special promotions and branding...What's the **Members-Only List Serve** buzzing about today? Got a question? Need help? There's no faster way to get answers than connecting with hundreds of professionals from credit unions large and small.

Channel Mix

The Council's **website** includes *In the News*, the source for articles and tips for marketers and BD professionals, plus updates on Council activities. Access the *Council's File Library* to retrieve and share documents, examples and templates with other members. The Council's online community — *CUNA Councils Connect* — has a membership search, discussion groups, guides to experts, vendor insights and more!

Be Social

Connect with CUNA Councils online.



Bling

The Council's **Diamond Awards** provide industry recognition for outstanding work by credit union marketers. Categories include: integrated campaigns, direct mail, community/ PR programs, radio, TV, youth programming and website among others.

Provoke Thoughts

Stay on top of the latest trends, techniques and future challenges via Council **White Papers**. Features dozens of topics ranging from name changes and mergers to branding, relationship pricing and SEG development. *Bonus: Members have access to nearly 300 white papers from all six CUNA Councils* — that means added insights into other key management concerns.

Member Rewards

Savings that pay for membership many times over.

- \$250 discount off the non-member rate on the Council's conference
- \$100 savings on most CUNA schools and conferences — including Marketing Management School, and the CUNA Branch Operations & Business Development School.
- Free one-year digital subscription to *Credit Union Magazine* — a \$45 value
- \$50 savings on CUNA webinars
- Discounted rates on Diamond Award entry fees

Highly Esteemed

The Council is home of the *Marketing Professional of the Year*, the *Business Development Professional of the Year* and the *Hall of Fame Award*. Big honors for big contributions to the cause.

Payback

The Council provides **scholarships** for professionals to attend its annual conference, CUNA Marketing Management School and the CUNA Branch Operations & Business Development School.



**CUNA
Marketing & Business
Development
COUNCIL**