



Northwest Chapter Ohio Credit Union League

2010 SUMMIT

Daytime Education Sessions

September 16, 2010

Holiday Inn French Quarter - Perrysburg

RORY ROWLAND

9:30-11:30 How to Protect the Credit Union from a Social Media Nightmare

1:30-3:30 Top 100 Credit Unions in Lending

RORY ROWLAND



Rory Rowland is a business consultant and dynamic seminar leader specializing in programs on social media, technology, leadership and communications skills. After serving as president of two credit unions and earning his CCUE (Certified Credit Union Executive), Rory began using his communication skills and specialized background in credit unions to help others in the credit union movement to be more effective.

Rory Rowland aka "The Top 100 Guy" presents his high energy, fun, and entertaining program so you walk away energized, entertained and focused. Over the past 10 years, Rory has presented energetic and humorous programs in all 50 United States and Canada and Mexico. Rory is one of the highest rated speakers at national and state association conferences.

Rory has an MBA in Finance from the University of Missouri - Kansas City, and a BS degree in Economics from Central Missouri State University. He lives in Independence with his wife and 4 children.

How to Protect the Credit Union from a Social Media Nightmare

In a recent survey by EvalsRus.com, 74% of businesses surveyed did not have a satisfactory social media policy, ensuring protection of their company, employees and most importantly, their customers. Eighty-one percent (81%) of those surveyed do not have a Facebook page, while 98% do not have Wikipedia page.

Let's say you're in the top 20% of credit unions that do have a social media policy. Do your employees know it? Have they been trained on it? Have they been tested on it? And are you sure they understand their social media responsibility to your credit union? You have heard the horror stories of social media nightmares; with this program you can avoid the risk of being unprepared.

In This Program You Will Learn:

- ◆ The keys to developing a social media policy!
- ◆ How to develop an employee agreement and the pitfalls to avoid.
- ◆ Safe and easy tracking tools to monitor employees on Facebook, Twitter and other social media sites.
- ◆ Secrets to protecting your credit union's reputation through a five step social media protection plan.
- ◆ How to develop a five step social media plan - mirror, match and model Fortune 500 companies

Who Should Attend: This program will benefit all credit union marketers, VPs of Operations, senior managers and other staff members involved in developing and implementing your social media program.

BONUS: FREE white paper on the keys to a social media policy. **A \$49 value!**

Top 100 Credit Unions in Lending

- ◆ Find out how the Top 100 make lending their bread and butter.
- ◆ Learn the complete Top 10 strategies of the best lenders.
- ◆ Learn how to fix the hole in your "bottom line" bucket.
- ◆ Discover how to compete with Zero Percent (0%) Loans.
- ◆ Study the 7 common themes of the "Zero Percent" loan and how to educate members

