

FOR IMMEDIATE RELEASE

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MFM Announces 2011 Speaking Lineup

Mills Financial Marketing will be speaking all over the country in 2011, as part of state conferences, national conferences and schools on a number of financial marketing related topics. Find out where we'll be!

February 17, 2011

[Illinois Bankers Association – Marketing Conference](#)

Naperville, IL

Topics: Bank PR: A New Definition, a New Role, Getting CEO Buy-in: Doing More With Less, How Marketing Can Support Business Banking: Improving Acquisition, On-Boarding and Cross-Sales, Marketing for the Future: Social Media A-Z, New Media Integration, Product Development, Innovation and More!

February 20-23, 2011

[ABA National Conference for Community Bankers](#)

San Diego, CA

Topic: Taking Your PR from Entitlement to Enlightenment

March 16-19, 2011

[CUNA Marketing and Business Development Council Conference](#)

Las Vegas, NV

Sponsor

April 7, 2011

[Iowa Bankers Association Bank Club Seminar](#)

Johnston, IA

Topic: New Trends in Checking

April 29, 2011

[Iowa State University Business Officer/Human Resources Conference](#)

Ames, IA

Topic: New Economy, New You!

May 17-20, 2011

[ABA School of Bank Marketing and Management](#)

San Antonio, TX

Topic: Effective Use of Marketing Communication Channels and PR

June 3, 2011

[Illinois Bankers Compliance Conference](#)

Oakbrook, IL

Topic: Creating an Efficient Compliance and Marketing Process

September 18-20, 2011

[ABA Marketing Conference](#)

Baltimore, MD

Topic: The Financial Industry's Bum Rap: How Your Bank Can Help Repair it, Restore it and Earn Back Respect!

September 27, 2011

[Illinois Bankers Association – School of Bank Marketing \(Session 1\)](#)

Oakbrook, IL

Topics: Building (or Rebuilding) Brand Equity, Social Media, Marketing Compliance, Creating Your Strategic Marketing Plan

October 5, 2011

[Wisconsin Bankers Association – Marketing Conference](#)

Wisconsin Dells, WI

Topics: How to Fix the Missing Links in Your Marketing Plan, Turn Your Branch Events and Promotions Into Bottom-Line Success – on a Budget!

November 3, 2011

[Illinois Bankers Association – School of Bank Marketing \(Session 2\)](#)

Oakbrook, IL

Topics: Building (or Rebuilding) Brand Equity, Social Media, Marketing Compliance, Creating Your Strategic Marketing Plan

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