

two  score

SPEAKING TOPICS



AMANDA THOMAS MCMEANS

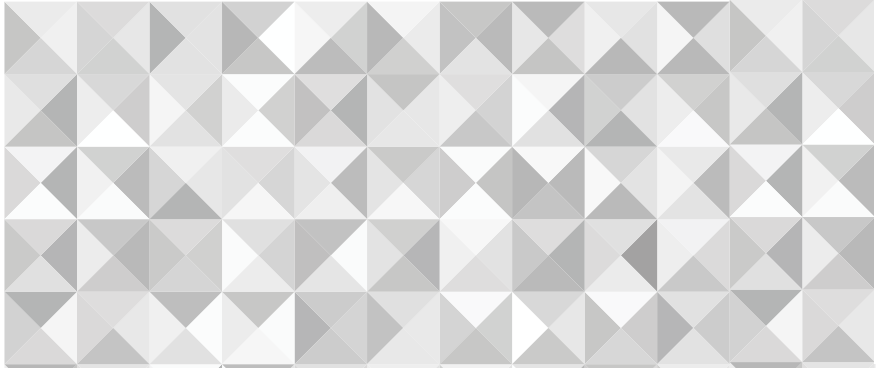
Amanda knows what it is like to be a marketing executive at a credit union. Through her 12 years in working for credit unions that range in size from \$37 million to \$200 million in assets, she understands the unique challenges credit unions of that size face in today's market and can turn those challenges into opportunities for sustainable growth.

She is the founder and president of TwoScore, a firm that channels her passion for the credit union mission and people to help credit unions under \$100 million in assets to reach their strategic goals through marketing.

Amanda has devoted her career and experience to empowering and mentoring marketing employees at her client credit unions all the while positioning the marketing department as a profit center for the CEO and board. What gets measured gets managed, and Amanda facilitates growth, and communication of that growth, in the key performance metrics that are important to her clients.

A popular and powerful speaker, she shares her expertise in marketing strategy, organizational culture, branding, and strategic planning with partners across the country.

two  **score**





LIZ GARSTER

Liz joined TwoScore in 2016, bringing her ninja skills with technology and out of the box ideas to help our credit union clients take things to the next level.

She has worked in credit unions for over five years, and played an integral role growing loans almost 40% during her tenure at a mid-sized credit union. Liz's success is fueled by her love of credit unions' commitment to "people helping people." She is a champion of keeping small to mid-sized credit unions a competitive and thriving force in the financial landscape.

Liz has been actively involved in the credit union industry, participating in Crash the GAC, leading a presentation at CUNA's Community Credit Union & Growth Conference, and serving as chair of the Central Ohio Credit Union Outreach Alliance. In addition to her credit union efforts, Liz is pursuing her Masters of Business Administration at Capital University in Columbus and will complete her degree in August 2016.

Outside of credit union-land you're likely to find Liz hitting up a hip hop dance class, scoping out the Columbus restaurant scene with her husband Zach, training for her next race, reading an inspiring business book, or taking her pup Kobe to the dog park.

twoscore



SPEAKING TOPICS

ROCK SOLID GOAL SETTING

Recommended Audience:

Credit union executives and marketers

Session Description:

To many credit unions, setting annual goals feels a lot like trying to look into a crystal ball. Setting solid goals requires looking at trends, current data, and environmental information while also having a clear knowledge of where you want to go in the future. This session teaches you how to take your goal setting from “guesstimating” to a science by combining the data with your plan for the future.

This session will help you:

- o Learn how to evaluate local and peer trends
- o Identify opportunities
- o Formulate an appropriate budget
- o Translate organizational goals to individual and/or departmental expectations



BRINGING YOUR CULTURE TO LIFE

Recommended Audience:

Credit union boards, CEOs, executives, marketers

Session Description:

Your credit union's core values, brand promise, mission, and vision statements aren't just for sitting in an employee handbook...they are the definition of your credit union. More importantly, they ARE your credit union, and these important pieces dictate everything from hiring to product offerings to the member experience and everything in between. Today's most successful companies are blazing paths to sustainable growth by embracing their cultures, not their products, as their differentiator over their competition.

This session will help you:

- o Develop your credit union's culture elements
- o Integrate your culture into everything your credit union does
- o Create a brand army using culture as your driver

BUILDING A WINNING MARKETING PLAN

Recommended Audience:

Credit union CEOs and Marketers

Session Description:

Do you find that your marketing plan is a lot of repeating the same things year after year? Do you feel like marketing is an unprofitable expense? This session details all of the must-have elements of a successful plan in order for marketing to be the most important and profitable investment your credit union makes.

This session will help you:

- o Learn how to prepare for writing your plan
- o Determine projected ROI for marketing efforts
- o Learn the elements of an amazing plan

READING AND UNDERSTANDING YOUR CREDIT UNION'S FINANCIALS

Recommended Audience:

Credit union marketers

Session Description:

Your credit union's 5300 report: many marketers don't know about it or haven't been taught where to get it and how to read it. However, it is your #1 best asset as a marketer. Not knowing your credit union's financials means you are operating in the dark. This session walks through the 5300 report to take it from overwhelming to understanding, and helps you translate it into a successful marketing plan.

This session will help you:

- o Identify what data points you need to know and track
- o Learn how to calculate important ratios
- o Learn how to use the report data to set goals
- o Learn how to find opportunities for growth

FINDING YOUR INNER MARKETING ROCKSTAR

Recommended Audience:

Credit union marketers

Session Description:

Being a credit union marketer is a huge job. Between campaign development and coordination, lobby merchandising, business development, newsletters and "all other duties as assigned," your days are usually not your own as you try to keep everything going. This session will teach you how to take back control and help you determine what's most important so every day is the most effective use of your time and energy to reach your marketing goals.

This session will help you:

- o Learn how to discover your strengths as a marketer
- o Learn the essential skills every successful marketer possesses
- o Learn how to get the resources you need to be most effective
- o Learn how to prioritize what's most important

ARE MY MARKETING EFFORTS SUCCESSFUL?

Recommended Audience:

Credit union marketers

Session Description:

With 1,000,001 things to do each day, once a campaign is off your desk, it's on to the next thing. But how do you know if it was successful? Many credit union marketers don't have the time or they don't know how to calculate return on investment of their marketing efforts. This session will give you the tools to be able to know what was successful so you can duplicate your victories and capitalize on opportunities for improvement to maximize the success of your marketing plan.

This session will help you:

- o Learn what you must do before, during, and after a campaign
- o Learn how to calculate loan product profitability on loans
- o Learn how to calculate Return on Investment for marketing campaigns

ON TARGET WITH SOCIAL MEDIA

Recommended Audience:

Credit union marketers

Credit union marketers know success comes with targeting products & offers to the right audience at the right time, yet often execute a "one-size-fits-all" social media strategy across all available platforms. Social media channels are as unique as your members and demand custom content development and execution plans. This session teaches you how to choose the best social media tool(s) for your credit union and maximize your investment in the social space.

This session will help you:

- o Understand the value behind today's social media tools
- o Evaluate which social media platforms work best for your credit union's needs
- o Learn more about advertising costs and opportunities on social media
- o Tailor a content plan to compliment the social media channel(s) of your choice

MARRYING MARKETING & EMPLOYEE ENGAGEMENT: A FORMULA FOR YOUR CREDIT UNION'S SUCCESS

Recommended Audience:

Credit union executives and marketers

Session Description:

Having a plan in place is only a small part of the equation for ensuring success of your marketing efforts. The numbers speak for themselves: credit unions with high employee engagement achieve greater success than credit unions without that crucial employee buy-in. Using best practices from credit unions across the country, this session walks through the elements of a successful plan and then teaches you how to marry employee engagement to your awesome marketing plan.

This session will help you:

- o Evaluate current employee engagement
- o Identify opportunities for improvement
- o Improve your credit union's culture
- o Develop an employee engagement plan for your credit unions

HANG YOUR HAT ON EFFICIENCY

Recommended Audience:

Credit union marketers

Session Description:

We wear many hats as credit union marketers - advertisers, designers, number-crunchers, event planners, website maintainers, writers... just to name a few. This session will help you put on your best hat of "efficient, rockstar employee" by introducing life hacks and technology tools to make your job easier.

This session will help you:

- o Learn to design professional-grade flyers, social media posts, and presentations in a pinch
- o Take control of your to-do list and keep it manageable
- o Excel in project management
- o Schedule work in advance and free up time for longer-term projects



STRATEGIC PLANNING SESSIONS

Recommended Audience:

Credit union executive teams and boards of directors

Amanda will work with you to create a custom session based on your specific needs that will help your team set a vision and a course for future success. Drawing on her over 12 years of industry experience, she will share your credit union's trends against industry and peer trends, ask challenging questions, and align your team around your organization's future objectives. Once the session is complete, Amanda will compile the outcomes and provide a formalized strategic plan document for your credit union.

RAVING FANS

"Amanda recently presented to a select group of Geezeo clients. The subject focused on strategic planning and marketing plans for small credit unions. It was well received and we plan to work with Amanda on other projects."

-Bryan Clagett, CMO, Geezeo

"Amanda is a great resource for small credit unions that are looking to take their marketing to the next level. Her understanding of the credit union movement and challenges small credit unions face, combined with her marketing expertise, are a combination that sets her apart."

-Sarah Dale Harmon, AVP Marketing, Members Exchange Credit Union

"Amanda was very knowledgeable and did a very good job in getting everyone engaged in the whole process. The time went really fast and a lot was accomplished."

-Board member, Education First Credit Union

"I thoroughly enjoyed Amanda's presentation and cannot wait to put some of the tools into practice at our credit union. Her method is unique and I look forward to using it to help me grow as a marketer as well as the credit union."

- Mississippi Credit Union Association, CEO Roundtable participant

"I've waited a long time to have Amanda's perspective of marketing presented to my CEO. This holistic approach is not common."

-Mississippi Credit Union Association, CEO Roundtable participant

"If you get just one thing from a presentation that you can take back to your CU and really use, it was worth attending - and she had several things! It was so nice that the presentation could 'talk to' all levels in the room."

"Thank you for the best 'whole picture' discussion I've ever heard!"



BOOK TWOSCORE
FOR YOUR NEXT EVENT!

614-525-9761

Amanda@TwoScore.biz

www.twoscore.biz

two  *score*