




2015 SPEAKING TOPICS
AMANDA THOMAS MCMEANS



"I love working with credit unions that are hungry and passionate about what they do. It's why I tore up my business cards as a credit union employee to make TwoScore happen."

-Amanda Thomas McMeans



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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.

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2015 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

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