



Peer Networking Group Business Development



Illinois Credit Union League

800-942-7124 or 630-983-3400

www.icul.com

Objective	To meet face-to-face and interact with Business Development professionals.
Meeting Frequency	4x per year (quarterly)
Meeting Dates 2018	March 16 June 15 September 21 November 30
Meeting Location	ICU System Center , Naperville
Meeting Times	Day of week: Friday; Time: 10:00 a.m. – 1:00 p.m.
Meeting Leader(s)	Meeting topic will drive who leads the group
Meeting Format	<p>Informal, round-robin format where everyone has an opportunity to ask questions, share information on what’s going on at his/her CU.</p> <p>If a group member wants to discuss a specific topic or is seeking specific information, he/she can notify ICUL so the information can be included in the meeting notification email.</p> <p>At meetings, participants can get feedback on the following: presentations/pitches & table displays. Group members who would like to practice a presentation or set up a display should contact ICUL prior to each meeting; reminders will be included in meeting notification emails.</p>
Meeting Fee	None. (Group prefers meeting only – no lunch)
ICUL/LSC Liaison(s)	Steve Ryniec , LSC
Listserv	Email for list iculbusdevlist@lists.iculeague.org
Meeting Registration	Please use the event registration form on the ICUL website
Possible Topics to address during meetings	<p>SEGs – what do do/what not to do</p> <p>SEGs – how to get</p> <p>Department structure</p> <p>Member loyalty</p> <p>Promotions/perks/giveaways</p> <p>Marketing materials – focus on specific group</p> <p>How to prospect</p> <p>Events</p>
Other Information	<p>Group is open to hearing from speakers, but past experience has demonstrated that many presentations turn into sales pitches.</p> <p>Group strongly prefers in-person meetings to facilitate developing relationships and is not interested in other meeting formats or remote access for attendees.</p>