



Peer Networking Group Marketing



Illinois Credit Union League

800-942-7124 or 630-983-3400

www.icul.com

Objective	Open forum to discuss and exchange ideas related to Marketing.	
Meeting Frequency	4x per year (quarterly)	
Meeting Dates 2018	February 15 May 3 August 16 November 8	
Meeting Location	ICU System Center , Naperville	
Meeting Times	Thursdays, 10:00 a.m. – 3:00 p.m.	
Meeting Leader(s)	None	
Meeting Format	Planned topics followed by open forum	
Meeting Fee	\$25 per person, per meeting Lunch included	
ICUL/LSC Liaison(s)	Vidhya Iyer , LSC Bart Scott , LSC	
Listserv	Email for list: iculmarketinglist@lists.iculeague.org	
Meeting Registration	Please use the event registration form on the ICUL website	
Possible Topics to address during meetings	Websites Vendors- Good, bad, and ugly! Print- when it works? Social Media Membership Drive Networking Contacts Location Based Tracking Loan Growth Targeting Members Mobile Apps Search Engine Optimization	Compliance and Social Media Successful Campaigns Videos/Online Streaming Best Practices System Connections You Tube Marketing to your Community Google Adwords In School Events Email Marketing/Secure Links
Other Information	Participants offer topic suggestions when registering for meeting.	