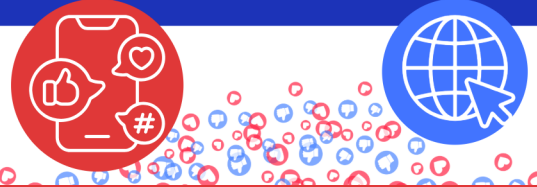




# MARKETING CONFERENCE

**June 12, 2025 - 9:00am-2:30pm**

The Park Avenue Club, Florham Park, NJ



## AGENDA

**3 CPE Credits Apply**

**9:00 am – 9:30 am**

**Registration and Breakfast**

**9:30 am – 9:35 am**

**Welcome**

**9:35 am – 10:25 am**

**From Hype to High Impact: Navigating AI in the Modern Marketing Stack**

*Mark Mountan, Head of Marketing Services, U.S., Capco*

*AI is transforming marketing by enabling improved customer experiences, real-time campaign optimization, and better conversion outcomes, while raising new questions around compliance, emerging capabilities, and how to evaluate AI-powered solutions within the modern MarTech stack. Discover best practices, common use cases, and learn how marketers can responsibly leverage AI to unlock business value.*

**10:25 am – 11:15 am**

**Beyond the Screen: Overcoming Digital Fatigue**

*Dailey Betz, Director of Growth, Rivel*

*In today's fast-paced digital world, banking consumers are increasingly overwhelmed by constant digital marketing messages. To break through the noise, you need to consider balancing technology with personal engagement. Understand how an omnichannel approach—blending digital with meaningful interactions—can drive deeper customer connections, increase engagement, and strengthen brand loyalty.*

**11:15 am – 11:30 am**

**Break**

**11:30 am – 12:20 pm**

**How They Did It: Social Media Campaigns that Stand Out**

**Moderated By:** *Stephanie Mazzone, Director of Marketing and Operations, Vikar Technologies, Inc.*

**Panelists:** *Kylie Cimaglia, Social Media Strategist, Valley Bank*  
*Dominick Romano, Assistant Vice President and Marketing Officer, OceanFirst Bank*

*Laura Yackovetsky, Assistant Marketing Director, Columbia Bank*

*A panel of bankers will provide a framework for building an engaging and effective social media campaign that will provide value for your customers and enhance brand awareness.*

**12:20 pm – 1:10 pm**

**Fighting Fraud with Facts: How Banks Can Teach, Protect, and Empower**

*Marnie Stewart, Partner Relationship Manager, ICBA CRA Solutions*

*Explore how banks can take a proactive role in combating financial scams by equipping communities with the knowledge they need to stay safe. From promoting financial literacy to implementing educational outreach programs, banks have a unique opportunity to both protect and empower individuals.*

**1:10 pm – 2:00 pm**

**Networking Lunch and Tabletop Exercise**

**2:00pm – 2:30pm**

**Tabletop Presentations**