



CU SPARK TANK

September 9 & 10 | Bossier City, La

AGENDA

September 9

- **11:30 AM - 12:30 PM** Registration & Lunch
- **12:30 PM - 1:00 PM** General Session: Trash on the Table - Departmental Empathy Breakout
- **1:15 PM - 2:00 PM** Breakout Sessions #1
 - Lending: Collections with Compassion and Efficiency
 - Marketing: Member Journey Mapping
 - Human Resources: Top Things to Watch in 2025
- **2:00 PM - 2:45 PM** Breakout Sessions #2
 - Lending: Risk-Based Pricing and Member Retention
 - Marketing: Leveraging Data for Smarter Campaigns
 - Human Resources: Navigating the New Normal: Hybrid Teams and Culture
- **3:00 PM - 4:00 PM** Spark Tank Intro
 - Every credit union faces challenges, and in this session, your group will take on one. You'll be presented with a real-world issue and work together to develop a solution or action plan you can take back with you.
- **4:00 PM** Conclusion

September 10

- **8:00 AM - 9:00 AM** Breakfast
- **9:15 AM - 10:00 AM** Breakout Sessions #3
 - Lending: AI and Automation in Loan Origination
 - Marketing: Making the most of a limited budget, how to maximize your budget
 - Human Resources: Recruiting in Your Markets: Strategies for Success
- **10:15 AM - 11:00 AM** Breakout Sessions #4
 - Lending: Underwriting for non-traditional members
 - Marketing: Social Media Strategy: Converting Likes to Loyalty
 - Human Resources: Mental Health & Burnout Prevention for leaders
- **11:15 AM - 12:00 PM** Spark Tank Final Touches
- **12:00 PM - 1:00 PM** Lunch
- **1:15 PM - 2:00 PM** Breakout Sessions #5
 - Lending: Innovative Ways to Grow Auto Lending
 - Marketing: Telling Your Story: Brand Positioning that Works
 - Human Resources: Leadership Development on a Budget
- **2:15 PM - 3:30 PM** Spark Tank Presentations
- **3:30 PM** Conclusion