

## 2025 CU Spark Tank

Tuesday, September 9 & Wednesday, September 10

Live! Casino & Hotel, Bossier City, LA



Join Luminate for a wide assortment of educational sessions designed to address the top issues facing today's credit unions. Sessions will focus on lending, marketing, and human resources in a 2-day intensive format. All are presented by experts in their field.

### Breakout Sessions:

#### Lending

- Collections with Compassion and Efficiency
- Risk-Based Pricing and Member Retention
- AI and Automation in Loan Origination
- Leveraging Data for Smarter Campaigns
- Indirect Lending and Auto Trends

#### Marketing

- Member Journey Mapping
- Leveraging Data for Smarter Campaigns
- Making the Most of a Limited Budget
- Social Media Strategy: Converting Likes to Loyalty
- Telling Your Story: Brand Positioning that Works

#### Human Resources

- Top Things to Watch in 2025
- Navigating the New Normal: Hybrid Teams and Culture
- Recruiting in Your Markets: Strategies for Success
- Mental Health & Burnout Prevention for leaders
- Leadership Development on a Budget

**Registration:** Your educational investment is \$450 per attendee. For the purposes of those applying for a grant, the food & beverage is estimated at \$125 and can not be deducted from the cost of the program.\*

**Certificates:** Participation certificates will be issued upon request for credit unions that need documentation for continuing education or grant reimbursement.

*\*Please note, due to hotel food and beverage minimums, Luminate cannot deduct the cost of any food & beverage from the registration fee. The value of such is provided for credit unions applying for grants.*