

Small Credit Union Marketing Training

Thursday, February 5, 2026 | Baton Rouge, LA



Training Details: Luminate is excited to launch a hands-on Marketing & Social Media Training for small credit unions, hosted at Formation Credit Union from 9:00 a.m. to 3:00 p.m.

This session was developed in direct response to CEO feedback requesting training that helps staff confidently capture photos and videos, give creative direction, and produce usable content.

Attendees will explore social media applications, tips for posting, and basic design exercises to compare creative approaches.

To ensure we meet each credit union's needs, Luminate will distribute a pre-workshop survey ahead of the event.

About the Instructor: David Gravois, Agency Founder of Make Waves Marketing, leads the team with a mix of marketing strategy, technical curiosity, and a steady interest in anything powered by AI. He builds systems, refines processes, and experiments with new tools to keep campaigns efficient and organized. He enjoys turning complex ideas into clear workflows and helping teams use automation in practical ways. His work combines structured thinking, creative problem-solving, and a calm, analytical approach to growth.

Registration: Your educational investment is \$150 per attendee. For the purposes of those applying for a grant, the food & beverage is estimated at \$50 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.