

# BankDirector®

A more powerful and influential audience base simply does not exist at any other banking organization in the United States. **Strong Board.** Strong Bank.

Al Dominick, President, '99 | @aldominick | @bankdirector



Leveraging Social Media:

**You Can't Manage What You Can't Measure**

**JPMorgan Chase + TD Bank**

**BNY Mellon's Shark Tank**

A SIMPLE BUSINESS TRUTH:

You Cannot Manage What You Cannot Measure

## WHY BANK DIRECTOR

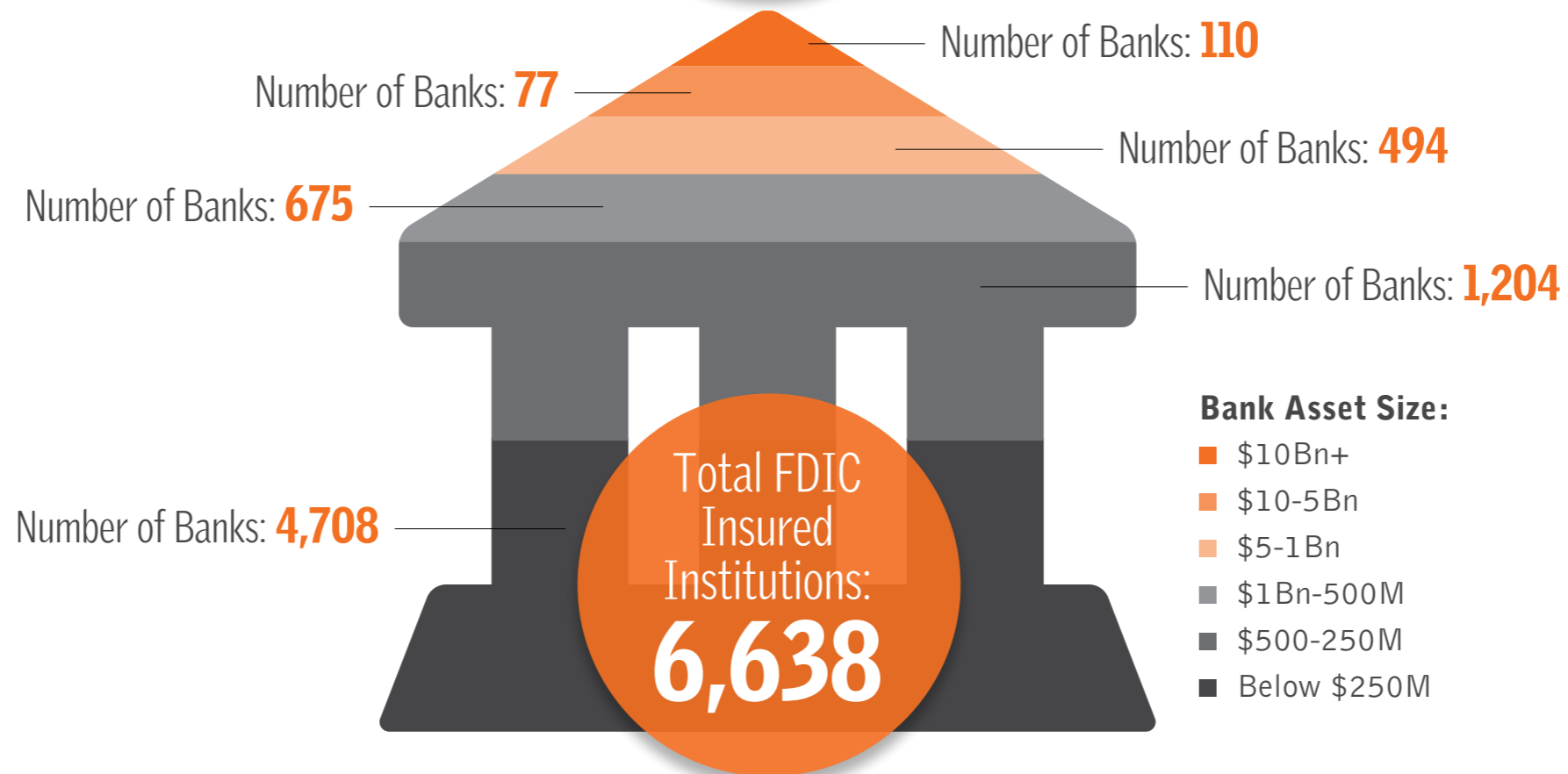
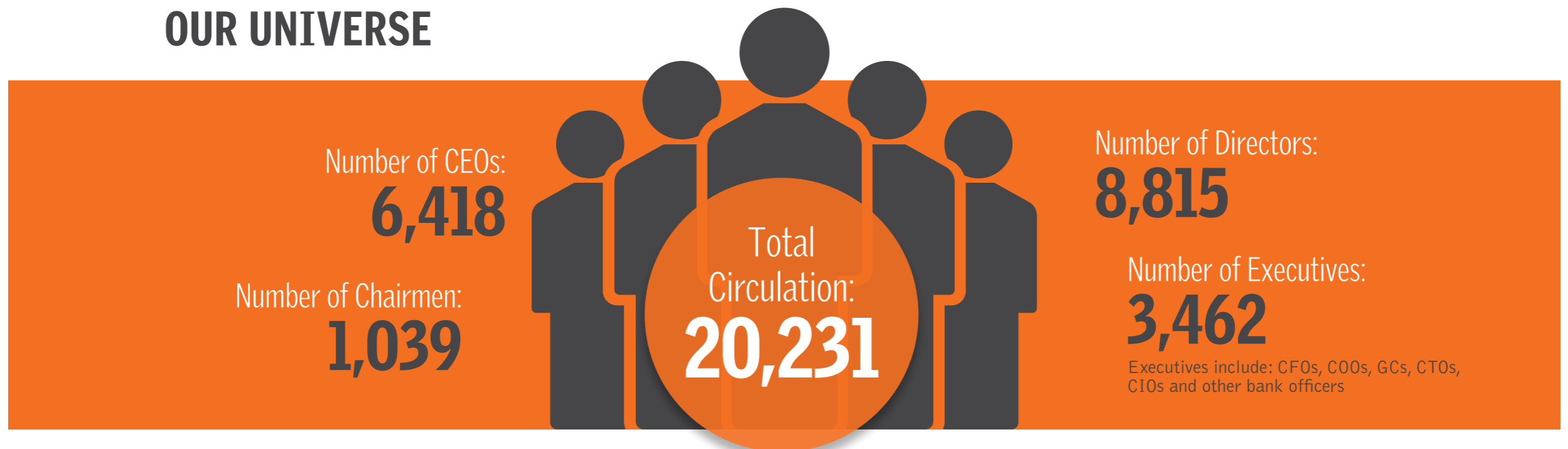
OUR NETWORK = YOUR OPPORTUNITIES

An Integrated Marketing Approach



Leveraging these three channels, Bank Director tailors creative marketing efforts for companies of all sizes looking to form relationships with the ultimate decision makers at financial institutions.

## OUR UNIVERSE



*\*Please note these numbers are as of 8/28/14*

*\*497 non-bank recipients make up the remaining circulation total.*

## ONLINE COMMUNITY

BankDirector.com

Over 11,000 unique visitors access BankDirector.com each month, consuming an average of 36,000\* pages as they explore, share and connect by forwarding articles of interest, downloading conference materials, watching videos and subscribing to email alerts.

As a digital resource to the financial community, BankDirector.com provides marketing partners with the unique opportunity to further extend their brand recognition through thought leadership initiatives, multimedia presentations and digital advertising.

*\*Source: July 2014, Google Analytics*



11,000+



Monthly Unique Visitors

350-500



Average Article Reads

36,000+



Monthly Pageviews

150-300



Number of Videos Watched



# ACQUIRE OR BE ACQUIRED

Exploring Your Growth Options

21st  
Annual

January 25-27, 2015

Scottsdale | *The Phoenician*

2014 | YEAR IN REVIEW

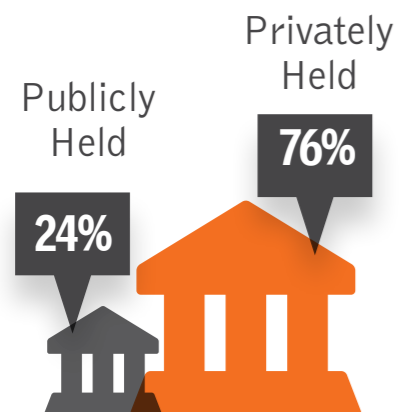
271

Financial Institutions  
Represented

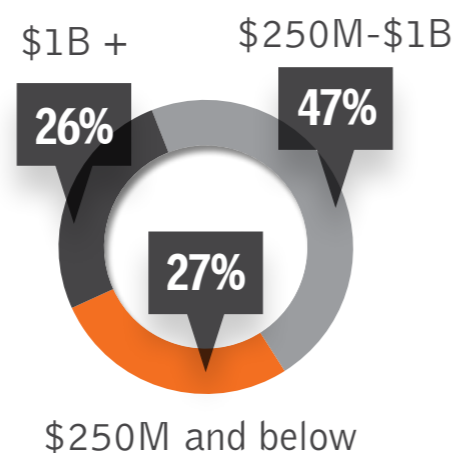
## Major Topics Addressed

- + Mergers of Equals
- + Strategic Alternatives for Banks Under \$1Billion Assets
- + Pricing Considerations
- + Strategic Growth

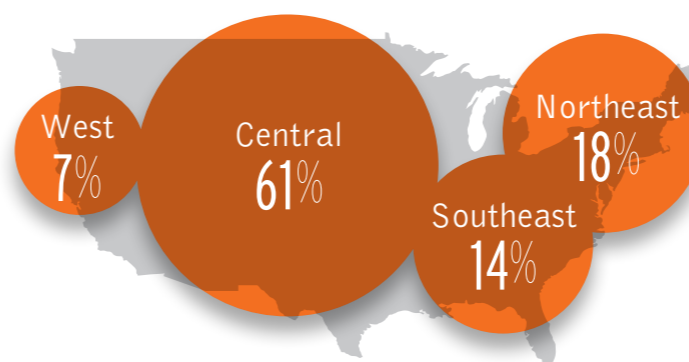
## Public vs Private



## Bank Asset Breakdown



## Regional Location



## About The 2014 Attendees

435



Financial  
Executives  
and Board  
Members in  
Attendance

CEO/Pres	40%
Chairman	14%
CFO	8%
Director	28%
Senior Bank Executive	10%

For additional information about this event, please click [here](#) to review the current agenda.  
To receive an attendee list please contact [Kelsey Weaver](#).

TRUE / FALSE:

Banks + Social Media Don't Mix

JPMorgan Chase  
TRUE



**Adam Coleman**

@AdamColeman4

Can I have my house

17:33 - 1

50 РЕТВИ



**Sch**

@sch

Does it feel  
so far, or di  
fines?

[#AskJPM](#)

16:53 - 13 ноябр

99 РЕТВИТОВ 1 Т



**Kevin Murphy**

 Читать



**J.P. Morgan** 

@jpmorgan

 Читать

What career advice would you ask a leading exec at a global firm? Tweet a Q using [#AskJPM](#). On 11/14 a [\\$JPM](#) leader takes over [@JPMorgan](#)

12:36 - 7 ноября 2013

7 РЕТВИТОВ 4 ТВИТА В ИЗБРАННОМ



The Room  
s theft?

[-enr...](#)



o they

313 РЕТВИТОВ 218 ТВИТОВ В ИЗБРАННОМ



TD Bank  
FALSE

[https://www.youtube.com/watch?v=bUkN7g\\_bEI&feature=youtu.be](https://www.youtube.com/watch?v=bUkN7g_bEI&feature=youtu.be)

**Bank**Director

Smart vs. Stupid

# The Buck Started Here.

In 1784, amid profound political and economic change, we were founded by a visionary thinker, Alexander Hamilton. This same focus on innovation has driven us ever since.

[Review our video disclaimers.](#)



BNY MELLON



# BankDirector® | 2015

**Strong Board.** Strong Bank.

Summer '15 Internships based in Nashville, TN  
\$15/hour — 40 hours/week — 8 to 10 weeks

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[BankDirector.com](http://BankDirector.com)

