



**CUNA**  
MARKETING & BUSINESS  
DEVELOPMENT COUNCIL

# Standing Out at Events

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# Objectives

- Stand OUT
- Experience
- Engage
- Follow Up
- Return on Investment (ROI)
- Questions

# Stand OUT

# Stand OUT

- Optimize yo**U**r **T**ime
- Start with the big picture
- Game plan
- Value proposition
- Identify objectives
- Communicate roles
- Small and Simple

“The biggest problem with communication is the illusion that it has taken place.”

-George Shaw

# Experience

# Experience

"I'm so excited to go  
to jury duty!"

Said no one, ever.



som<sup>ee</sup>cards  
user card

# Experience

It's not about trinkets and trash.

- Triple three rule—will they be talking about you:
  - In three minutes.
  - In three days.
  - In three months.



# Engage

# Engage

- Conversation with a doctor or physician
- ABA, ABL then ABC
- Change the discussion—change the outcome

# Follow Up

# Follow Up

- Keep the door open
- Win/win
- It's not what you say, but how you say it
- Communicate
- Debrief

# Return on Investment (ROI)

“The fight is won or lost away from witnesses, behind the lines, in the gym, and out there on the road, long before I dance under those lights.”

-Muhammad Ali

# ROI

- Determine prior to the event- RFG
- Assess after the event- Promotion Codes, Member Connect
- An event is the execution of a well-prepared game plan
- Revisit best practices
- Jerry Sloan

# ROI

- Utilize data
- Establish goals
- Avoid “quotas”
- Focus on the needs of the member



# Questions

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Thank you