



# OBL MARKETING FORUM



The OBL Marketing Forum provides bankers with information about technology, marketing tools, new distribution networks, and customer engagement ideas in a time when the world, technology and marketing options are quickly changing. The forum is designed for marketing officers and anyone involved in marketing internally or externally.

So ... What is the Buzz All About?



The OBL Marketing Forum is an important investment in the growth and development of my bank's marketing department. The open exchange of ideas and experiences provides a **valuable opportunity for sharing insights and receiving constructive feedback from peers**. Amber excels at ensuring that the topics remain relevant to the dynamic landscape of the Marketing sector.

Sara Shoemaker | VP, Marketing Officer | Croghan Colonial Bank

As the manager of a small marketing department, I find that the OBL Marketing Forum provides our team with the opportunity to network with others who approach banking from a **refreshing perspective**, and I always walk away with **new ideas** to bring back to the bank. Plus, the open discussion is enlightening, while networking with these fellow marketing professionals helps me to stay energized and motivated. The program has proven **very helpful over the years as the topics are always informative** and revolve around the latest trends, data analysis, the newest technology and how it works along with so much more!

Paula M. Aurand | AVP/Director of Marketing/CRA Officer | The Killbuck Savings Bank Co.

Amber is a well-known and respected teacher, presenter, consultant and thought leader on bank branding, strategic marketing, leadership, social and digital media strategies for banks around the country. She strategizes ways to help banks be purpose-driven, inspirational and more relevant to today's customer—including both internal and external customers. She is relatable, engaging, informative and makes learning FUN!

Amber Farley | Program Facilitator | Partner & EVP of Brand Development, FMS

The OBL Marketing Forum has consistently provided invaluable insights, fresh ideas, and networking opportunities that have helped shape and strengthen our marketing strategies. The OBL does an excellent job ensuring that the content is relevant, engaging, and beneficial for all members. Additionally, Facilitator Amber Farley brings **amazing insights and a fresh perspective**, making every session worthwhile and **reinvigorating that creative spark**. The collaboration and idea-sharing within this group have been instrumental in keeping us ahead of industry trends and **continuously improving how we serve our customers**. It's a resource I highly value, and I look forward to continuing our participation.

Alex Laber | VP, Director of Marketing | 1st National Bank

The OBL Marketing Forum has been a valuable resource for my team and me. The **relevant topics and discussions** have improved our bank's marketing efforts. I appreciate Amber Farley's leadership and the **welcoming atmosphere** of each session!

Cindy Scott | Marketing and Communications | Citizens National Bank

## Forum Schedule

2025 OBL Marketing Forum includes sessions that run from 10AM to 3PM at OBL Education Center (4215 Worth Ave, Ste 300).

Wednesday, March 19  
Wednesday, May 14  
Tuesday, August 26

Attend one or all sessions.  
[Learn More & Register](#)

