

THINK 12 THINK Impact Session RFP

I. Background

“The most thought provoking conference I’ve ever attended related to the credit union movement. Leaving with numerous takeaways and a better understanding of the root cause of the issues we face – not just the headlines.” - Joe Fouse, VP for Strategic Planning and Real Time Solutions, FIS

CO-OP Financial Services’ annual THINK Conference has grown to become the credit union movement’s premier event for inspiring innovation. Year-after-year, the THINK Conference has brought an incredible line-up of forward-thinking speakers from the world’s biggest brands to present their knowledge, ideas and passion. Past speakers have included creative guru Sir Ken Robinson, Zappos founder Tony Hsieh, Bank 2.0 author Brett King, as well as market visionaries from Coca-Cola, Microsoft, Virgin America, Porsche, Walmart, Disney and others.

The THINK 12 Conference is currently in the planning stages, but promises to have similarly inspiring world-class speakers, as well as actionable take-aways.

Each year on the first day of the THINK Conference, credit union and financial industry experts present educational sessions. These are called THINK Impact sessions, and past sessions have included:

- Analytics to Drive a World Class Debit Program
- Uncovering the Hidden Loan Potential of Your Less-Engaged Members
- Emerging Technologies and Trends to Combat Card Fraud
- New Payment Legislation (Durbin and Beyond)

For 2012, THINK Impact Sessions will take place in one-hour blocks on the afternoon of Sunday, April 29. Up to four sessions will occur simultaneously during each hour, and attendees may choose which session to attend at any time.

II. Objective

CO-OP is seeking presenters (as a panel or solo) for THINK Impact Sessions at the THINK 12 Conference. Requirements for THINK Impact Sessions are:

- Your presentation should support one of the two main themes of the conference: credit union profitability or member relationships.
- Preferably the content will be about how to help grow credit unions or the movement.
- Your presentation must be educational and cannot be sales oriented.

For one THINK Impact Session, CO-OP is seeking panelists for a social media panel discussion. If you are interested in presenting, please tell us how your credit union has been successful with it in the optional question on the last page.

III. Proposal



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Individuals or groups interested in presenting a THINK Impact session at THINK 12 should fill out and return the proposal form found on page 3 of this document. **Proposals should be emailed to marketing@co-opfs.org by November 30, 2011.**

IV. Presentation Usage

As a service to our conference attendees, we will be making your PowerPoint and video of your presentation available for download from our web site. Presentations will be posted during the conference, and will remain on the site after the conference.

V. Reimbursement

We will reimburse THINK Impact speakers for the following program-related expenses

- a) Round-trip, coach airfare to Boca Raton, FL (either through Fort Lauderdale (FLL) or Miami (MIA) airport)
- b) Shuttle or taxi fare from FLL or MIA to and from the hotel. We cannot reimburse car rentals.
- c) One night hotel stay at the Boca Raton Resort & Club. If you wish to stay additional nights, you may use the special conference rate of \$250/night.
- d) Admission to THINK 12 Conference and evening events, a value of \$1,299.
- e) Priceless networking opportunities with credit union executives.

VI. Questions?

If you have questions regarding this RFP, please contact Jennifer Johnson at jennifer.johnson@co-opfs.org or 800/782-9042 ext. 2558.

VII. Next Steps

Time Table	
Deadline for proposals	November 30, 2011
Announcement of selected sessions	January 15, 2012
Audio Visual needs communicated to CO-OP	February 28, 2012
Final PowerPoint slides and hand-outs due to CO-OP	March 15, 2012
Presentation	April 29, 2012

CO-OP will supply a projector, microphone and PC with your presentation pre-loaded. Internet access will not be available.



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Proposal for THINK Impact Sessions

Please type your responses in the boxes below. Answers should be no more than 250-500 words.

1) What would be the content, topic or title for your session? Please be as detailed as possible.

2) What value would this add to THINK 12 and to credit unions? Please remember, we are looking for topics that support our conference themes of profitability and member relationships.

3) How will you present the information/what will be the format (panel presentation or solo presenter)?

4) What are your qualifications to present this topic? A resume and/or previous industry presentations can be included with your proposal.

OPTIONAL

CO-OP is fielding a panel for a Social Media session and is seeking panelists. If you are interested in participating, please tell us how social media has worked for your credit union.

Proposals should be emailed to marketing@co-opfs.org by November 30, 2011.

