

2022/23 LOGO REDESIGN PROCESS

SBA Communicators Conference





Josh Myers

Vice President of

Member Engagement



Laura Wilson

Vice President of
Communications













INDIANA BANKERS ASSOCIATION



























BankLEAD Learn, Engage And Develop









FUTURE LEADERSHIP DIVISION







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Mr. Hoffmeyer,

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Thank you,

Emily Brooks

Digital Media Manager Indiana Bankers Association



MEDIA KIT 2023







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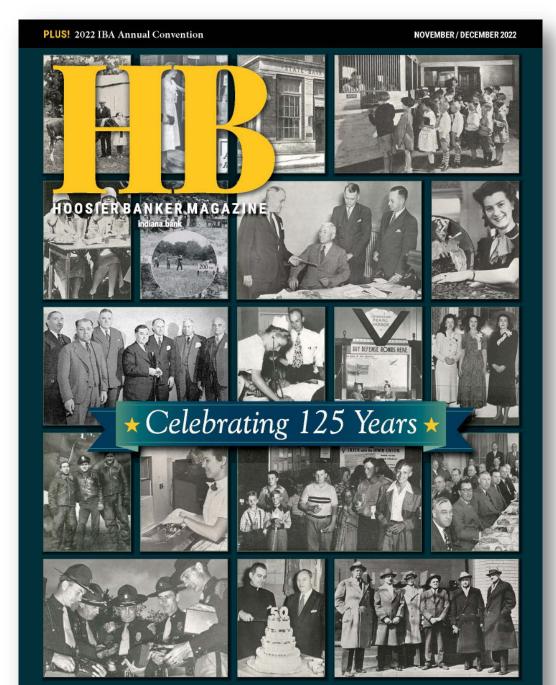


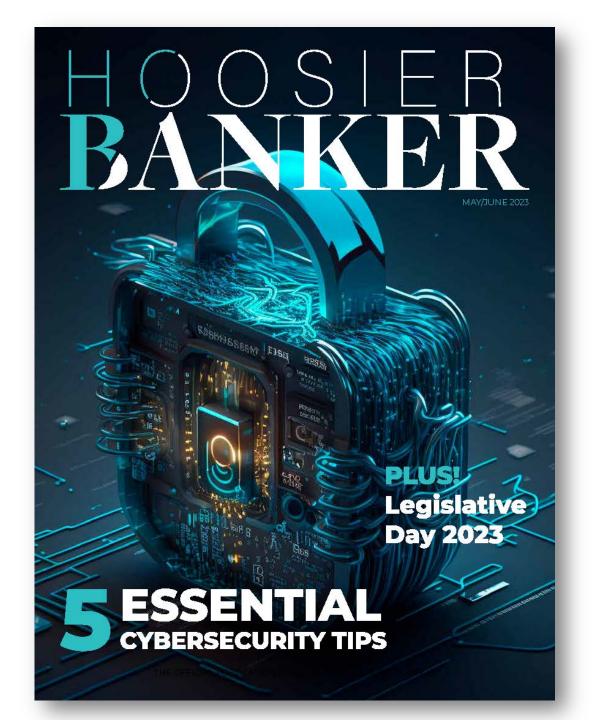
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LESSONS LEARNED

- Strategic Planning saved time & money
 - Research & interviews
 - perception of IBA
 - where we wanted to go
- Expect delays
- Expect the unexpected





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