



# OPPORTUNITY NEVER RESTS

MAY 6–9, 2019 | LOEWS MIAMI BEACH HOTEL

## JUSTIFY YOUR ATTENDANCE AT THINK 19

### WE'RE EXCITED THAT YOU WANT TO JOIN US AT THINK 19, MAY 6–9 IN MIAMI BEACH.

To help you gather support for attending, we've assembled this toolkit with a suggested email template and essential information to help you gain the validation of your credit union.

When making your pitch, we recommend focusing on what you'll bring back from the conference. At THINK 19, you'll explore growth opportunities that are unique to the credit union industry in the context of global change, consumer trends, digital transformation, payments innovation and purpose. Highlight your credit union's return on investment—THINK 19 will help you:

#### **Know where the opportunities are.**

Tectonic changes are happening in financial services, and with those changes come opportunities for growth and competitive advantage. THINK 19 will explore the many ways "Opportunity Never Rests" over four intensive days.

#### **Become a strategic, visionary thinker.**

Seeing the big picture isn't always easy in your day-to-day work. At THINK 19, you'll discover the global and consumer experiences that are reshaping financial services—and learn about industry trends like digital transformation that are changing the game for credit unions.

#### **Learn how credit unions are making it work.**

Through industry-focused Power Sprints, 1:1 sessions with expert advisors and networking with some of the sharpest minds in the movement, you'll understand precisely how the latest trends and technology are being put to work at the nation's leading credit unions.

#### **Connect with your credit union mission and purpose.**

Credit unions are singular among financial services for being member-centric and purpose-driven. Find out how credit unions like yours are providing a member experience and ethos like no other, and how they're demonstrating their commitment to purpose through movement-wide initiatives.

#### **Share your inspiration and new knowledge.**

You'll return to your credit union with fresh thinking and ready-to-go information for your department and colleagues. You can build concrete suggestions for communicating that inspiration and knowledge by offering to prepare and deliver a short presentation, share materials and insights with other managers and departments, and/or apply what you've learned in your own work.

## TRANSFORMATIONAL LEADERS CREATE TRANSFORMATIVE RESULTS AT EVERY LEVEL OF AN ORGANIZATION.

Become the change your credit union needs to break through and excel. Your journey begins at THINK 19.



**WHEN:** Monday, May 6 to Thursday, May 9, 2019

**WHERE:** Loews Miami Beach Hotel

**THEME:** *Opportunity Never Rests* – how unprecedented change in financial services is creating opportunities for forward-thinking credit unions.

**AGENDA AT A GLANCE:** Four action-packed days of keynotes with extraordinary thinkers, industry-focused Power Sprint sessions, optional 1:1 advisor meetings and memorable networking events with leaders and change-makers from some of the nation's most visionary credit unions.

**BEST REASON TO ATTEND:** Smart thinking, new ideas and a higher perspective make you a competitive asset at your credit union.

### SUGGESTED REQUEST TEMPLATE

Dear <Supervisor's Name>,

I would like to attend the THINK 19 conference, Monday May 6 through Thursday May 9 in Miami Beach, Florida.

THINK 19 is a thought leadership conference for the credit union industry that will bring together keynote presenters from outside the industry—including marketing guru Seth Godin and chef/humanitarian José Andrés—with industry innovators and experts, as well as 800+ executives and leaders from credit unions coast to coast.

At THINK 19, I will have the chance to learn about global and industry trends; the latest strategy and tools used at leading credit unions; digital transformation and business intelligence; and a wealth of topics that relate specifically to the growth and success of <Credit Union Name>. In particular, here are a few of the sessions I believe will address the challenges and opportunities we face, and provide helpful information on how we can address these issues moving forward:

<Insert the session descriptions that most apply>

To learn more about THINK 19, I encourage you to visit the conference site at [co-optthink.org/register](http://co-optthink.org/register).

I am confident that my attendance at THINK 19 will not only further my own professional development, but also provide me with knowledge and best practices that I can share with our team upon my return. The opportunities to network with credit union leaders from around the country and to learn from experts are an appropriate use of both our training/education budget and my time away from work.

I would be happy to discuss your expectations of my attendance to ensure that they are met. I very much appreciate your consideration of my request. If I can provide any further information at this point, please let me know.

Sincerely,

<Your Name>

**REGISTER NOW!**