

THE BEACH CITIES NETWORK PRESENTS:

# "HOW TO USE AI AND AGILE MARKETING TO DRIVE GROWTH FOR FINANCIAL INSTITUTIONS"

Discover how AI and agile marketing can transform your credit union's growth strategy, keeping you engaged with your customers and boosting your debt acquisition efforts. Get ready to be inspired and equipped with the tools to lead your institution into a prosperous future.

## SPEAKER: HAMLET AZARIAN,

Hamlet Azarian is the Founder and CEO of Azarian Growth Agency – a data-driven, full-funnel growth agency that has helped raise over \$250M in funding for some of the most innovative companies in the tech/SaaS space.



## TOPICS OF DISCUSSION

### Understanding AI in Marketing:

- How AI is transforming the marketing landscape in FI's
- Predictive analytics and Chatbots for customer service.
- Fraud detection and risk management.

**Agile Marketing:** What is Agile Marketing and its benefits

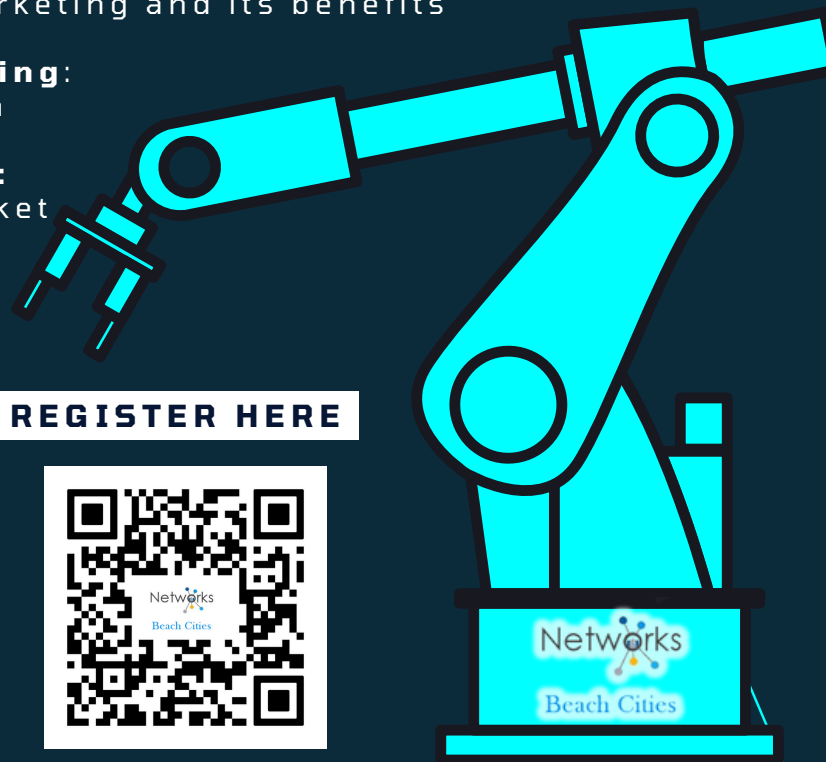
### Integrating AI with Agile Marketing:

Practical Steps for Implementation

### Go-to-Market Strategies for FI's:

The role of AI and Agile Go-to-Market Strategies

**Case Study:** Camino Financial



REGISTER HERE



July 11, 2024  
6 PM - 8 PM



4104 E Willow St.  
Long Beach, CA 90815



Cost: \$50 per person  
Dinner Included



<https://form.jotform.com/SBCU/BCN-event-registration>

