



ICBA/NM Marketing Virtual Conference

Tuesday, December 5, 2023

9:00 a.m.	Session #1	Marketing Budgeting
	Presenter:	Chris Bates, CEO - AgoraEversole
10:00 a.m.	Session #2	Tools for you Toolbox
	Presenter:	Rob Birgfeld, EVP Chief Marketing Officer-Independent Community Bankers of America
11:00 a.m.	Session #3	Social & Digital Marketing
	Presenter:	Chris Bates, CEO - AgoraEversole

About our Speakers



Chris Bates is CEO of AgoraEversole Marketing Agency. Chris attended the University of Alabama, completing his B.A. in Psychology with a minor in Business Administration at Belhaven University in 1994. He was a nonprofit executive for 10 years, and then owned Mean Mallard, a 50-employee outdoor sporting goods retail operation for nearly a decade. In 2009, Chris decided to use his career experiences to guide other business operators toward achieving their goals through his marketing services agency, Agora Company. On January 1, 2020, the agency merged with The Eversole Group, bringing more than 30 years of bank marketing expertise into a combined new agency, AgoraEversole.

While his company has focused for 10 years on many industry verticals, banking and healthcare have become their primary service specialties. He and his team deliver goal-focused marketing through partnerships with their clients, providing services in marketing design/consulting, digital marketing (SEO, Digital Advertising, etc.), web design and social media management. They are currently serving numerous clients with measurable results throughout Mississippi as well as in Alabama, Georgia, Kentucky, Louisiana and Tennessee and eight other states. Chris and his wife, Stacy, live in Madison, MS near their four young adult children and attend St. James Episcopal Church. Chris is an active outdoorsman, and serves in leadership roles on several nonprofit Boards of Directors.



Rob Birgfeld is executive vice president and chief marketing officer for the Independent Community Bankers of America® (ICBA). In this role, Birgfeld leads ICBA's marketing and communications departments, overseeing the creation and execution of results-driven strategies to enhance member value as well as the reputation of the nation's community banks in the eyes of consumers, the media and policymakers.

Birgfeld has held a variety of marketing and communications roles in several industries during his 20-year career, leading with digital-first, evidence-based strategies to realize business growth in healthcare, media and consumer packaged goods. Prior to ICBA, he worked at Inova Health System where he oversaw the organization's digital experience, aligning priorities of various business lines to meet system goals and objectives. He holds a Bachelor of Arts in political science and history from Syracuse University.

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