

**CONTACT: Bruce A. Clapp, CFMP, President MarketMatch**  
**937.832.7894 x101 | [baclapp@MarketMatch.com](mailto:baclapp@MarketMatch.com)**

## PRESS RELEASE

### MARKETMATCH KICKS OFF 2021 BEST PRACTICES, KNOWLEDGE SHARING VIRTUAL TOUR

#### FOR IMMEDIATE RELEASE

**Waynesville, Ohio, January 20, 2021** – MarketMatch, Inc., a full-service, digital-forward marketing agency specializing in community financial institutions, is kicking off the new year with a modified speaking and presentation push. “We love to take our knowledge on the road, or in this case, like many others, online,” says Bruce Clapp, president of MarketMatch.

MarketMatch team members have spoken extensively around the country at conferences and events on the day’s most relevant marketing topics. While COVID-19 dramatically curbed last year’s speaking and presentation efforts, Clapp is excited about a resumption of more robust industry activity, albeit largely in virtual venues.

“Whether sharing knowledge in person, or via webinars, we’re committed to being a voice of experience and offering real world insight to today and tomorrow’s banking professionals,” adds Clapp.

While additional presentations are in the works, at this time MarketMatch is rolling out its speaking tour with three dates. Clapp will present at the Graduate School of Banking (GSB) at the University of Wisconsin-Madison on two dates: Wednesday, February 24 and Wednesday, March 24. The presentation titles are “Getting a Seat at ALCO: Creating Knowledge that Cannot be Ignored” and “ROI—Speaking the CEO Language,” respectively. Additionally, on March 31, Clapp will join other speakers as part of the Michigan Credit Union League’s (MCUL) Virtual March Marketing Madness Conference (Part 5). His topic, “Who’s Playing in my Sandbox?”, is a deep dive on market competition, branding and differentiation through positioning and communications. While both institutions have offered occasional webinars as part of their mix, the emphasis has been on in-person presentations.

Both are prestigious venues. GSB offers professionals and creating leaders in the banking industry a curriculum tailored to meet the professional development needs of today’s banking leaders. MCUL is dedicated to keeping the Michigan credit union movement informed throughout the year with an events schedule that tackles the industry’s most relevant and paramount topics.

“Beyond helping our clients continue to grow and prosper, especially during these challenging times, we have an obligation to support the growth and development of tomorrow’s banking leaders for the overall health of the industry. “Our speaking efforts are a pivotal part of that commitment,” said Clapp.

**-More-**



**Marketing**  
**Without**  
**Limits**

MarketMatch serves clients across the country, covering over 35 states since 2002 and has developed a reputation as a leader and innovator of client experience and marketing ROI.

### **About MarketMatch**

MarketMatch is an award-winning full-service, strategic credit union and community bank marketing consulting firm that uses a Marketing Without Limits philosophy to provide expertise, perspective, ideas, and creative delivery. As financial marketers, we have a unique passion for and a deep understanding of the philosophies that drive the industry. Learn more at [www.MarketMatch.com](http://www.MarketMatch.com).



**Marketing**  
Without  
Limits