**THINK 24 Theme “Experience is Everything”**

**Unveiled for Annual Event in Nashville**

*Keynote speakers to share winning growth strategies for credit unions*

**St. Petersburg, Fla. (Jan. 23, 2024)** – PSCU/Co-op Solutions today released new details for the upcoming THINK 24 conference scheduled for May 7-10 in Nashville, Tenn. True to this year’s theme, “Experience is Everything,” this highly anticipated annual event promises to ignite change and growth in the credit union movement. Attendees can expect insightful encounters with forward-thinking credit union executives and thought leaders from around the country.

Reprising her role as THINK host, personal finance journalist Jean Chatzky will lead audiences through main stage content from the Grand Hyatt Nashville. Breakout sessions covering topics from fraud and risk analysis to embedded payments will bookend daily keynotes from renowned speakers, each with a distinct perspective and inspirational approach to growth strategy.

Presentations will include the following speakers, among others:

* **Nikkia Reveillac, Director, Consumer Insights at Netflix,** will share insights into consumer expectations driven by technology and how the marketplace is reacting.
* **Tiffani Bova, author, advisor and former Chief Growth Evangelist at Salesforce,** will illuminate pathways to leverage changing market dynamics for top-line growth.
* **Jamie Siminoff, Founder, Ring; Chief Doorman and CSO, Latch,** will outline how mission-driven entrepreneurship can transform any organization.

In addition to mainstage keynote and panel presentations, breakout sessions and 1:1 Advisor Sessions, attendees will get a first look at PSCU/Co-op Solutions’ 2024 Credit Union Growth Outlook research.

Charitable activities benefiting the Children’s Miracle Network Hospitals kick off the event on May 7. THINK attendees can choose between a tour of Nashville’s Country Music Hall of Fame, Ryman Auditorium and Johnny Cash Museum, or a visit to one of the world’s preeminent listening rooms. With the latter option, attendees will experience a songwriter’s performance, hear the story of “the heroes behind the hits” and have an opportunity to meet the artists.

In addition, the conference’s closing [celebration party](https://campaigns.coop.org/think-2024-agenda/p/1) on May 9 will feature a live performance by a CMA Award-winning recording artist.

“Each year, the THINK conference immerses attendees in a new story designed to spark ideas and embolden our collective imagination,” said PSCU/Co-op Solutions EVP, Chief Service Officer Dean Young. “Credit unions have come to expect more than great content; they look forward to sensory jolts from unexpected experiences and soaking in the unmistakable energy from a roomful of people all united around vision. A strong sense of place is also present, so music lovers will be in for a treat with this year’s Nashville backdrop.”

Registration for the THINK 24 conference is now open for credit union attendees. For more information or to register, visit [co-opthink.org](https://co-opthink.org/).

**About PSCU/Co-op Solutions**PSCU/Co-op Solutions is the nation’s premier payments credit union service organization (CUSO) and an integrated financial technology solutions provider. With over four decades of industry experience and a commitment to service excellence and innovation, the company serves more than 4,000 financial institutions throughout North America. PSCU/Co-op Solutions leverages its expertise and resources on behalf of credit unions and their members, offering an end-to-end product portfolio that includes payment processing, fraud and risk management, data and analytics, digital banking, instant payments, strategic consulting, collections, ATM and POS networks, shared branching and 24/7/365 member support via its contact centers. For more information, visit pscu.com and [coop.org](http://www.coop.org).

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