



ABA COMMERCIAL LENDING SCHOOLS

PROMOTIONAL TOOLKIT

Help Promote ABA's Commercial Lending Schools

Part of ABA's long-standing mission to support the success of banks and bankers across the industry includes delivering unmatched training and events. Case in point: ABA's upcoming **Commercial Lending Schools, April 27-May 2**, at the Emory Conference Center Hotel in Atlanta, GA. We are asking active ABA members like you to promote the event to your peers. Spread the word and join our marketing campaign with these simple steps:

1. Send an email to bankers in your professional network.
2. Add promotional text to your email signature.
3. Share information about the event on social media.
4. Use a custom virtual background during video conferencing.
5. Download digital ads for websites, e-newsletters and more.

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Email Template

Send an email to bankers in your network

Dear [First Name],

Join me April 27-May 2, 2025, at ABA's Commercial Lending Schools, the best training opportunity for commercial lenders. It's a great chance to get intensive learning in commercial lending — right in the heart of Atlanta.

It kicks off with a Financial Statement Analysis Workshop on April 26-27, ideal for new lenders or bankers in search of a refresher on lending. Then, the Foundational School on April 27-May 2 will give junior lenders the core concepts needed to be set up for success in the field. The Advanced School, on the same dates, is perfect for more experienced lenders to connect their strategies with their bank's broader business objectives.

With so much changing in our industry, we can't afford not to be there.

Register now at aba.com/cls.

Sincerely,

[Signature Block]



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Email Signature

Add promotional text to your email signature

- ABA Commercial Lending Schools: *Your commercial lending future begins here.*
- Find out why ABA's Commercial Lending Schools is the nation's leading executive educational school for commercial lenders.
- The commercial lending landscape is changing. Stay prepared. Attend the 2025 ABA Commercial Lending Schools.
- Commercial lending training in the heart of Atlanta. Come to ABA Commercial Lending Schools.

Social Media Toolkit

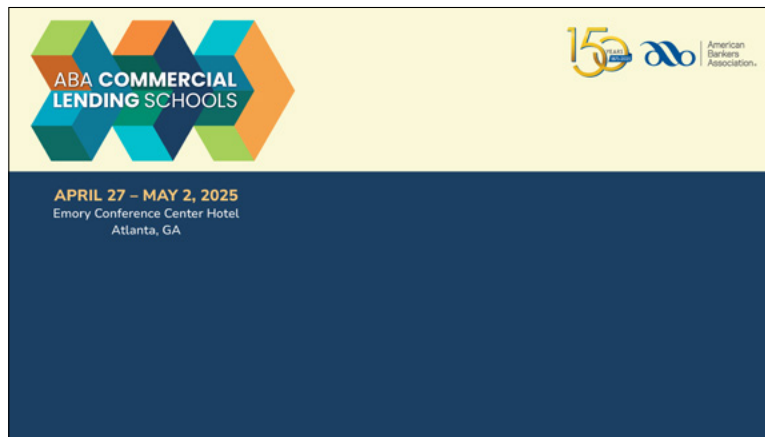
Share Commercial Lending School details on social media

The [ABA Commercial Lending Schools Toolkit](#) offers images and curated posts about the event for use on your social media channels.

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Virtual Background

Download a custom background to use during video conferencing



PowerPoint Slide

Available for your upcoming presentations or webinars



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Digital Ads

Download digital ads to use on your website's leaderboard, main page or email

300x250 Digital Ad



728x90 Digital Ad

