



## **Making “Cents” of Incentives**

### ***Leading Bank Marketing Partner to Host Workshop in Grapevine***

**DALLAS (August 7, 2007)** – Rennhack Marketing Services (RMS), a leading incentive marketing partner to banks, will host its second Incentive Workshop Aug. 28-30 at the Gaylord Texan Resort and Convention Center.

An opportunity for marketing professionals to learn about implementing branded merchandise-based incentive programs that drive customer acquisition and retention among banks, credit unions and other financial institutions; the event will tap RMS’s more than 30-year history in the industry. All interested marketing professionals are invited to attend, and can register online at [www.rennhack.com](http://www.rennhack.com).

“The 2007 RMS Incentive Workshop will not only showcase ideas and solutions for strategic marketing campaigns for those attending,” said RMS CEO Michael Howe, “but it will also provide bank marketers from across the country, from both our customers and prospects, the opportunity to network and share their experiences and ideas.”

Wednesday’s workshop sessions will include:

- **Relationship Selling** – given by author and motivational speaker Jim Cathcart
- **Understanding Prospect Behavior** – presented by Dwight Fletcher of Spearfish
- **Increasing Customer Base Through Incentives** – panel discussion
- **Measurement of Referral Programs and Reenergizing the Frontline** – presented by Craig Metz and the United Community Bank team
- **Understanding Incentives from a Retailer/Manufacturer Perspective** – viewpoint of a leading manufacturer

Additionally, bank professionals will attend the following presentations on Thursday:

- **Customer Rewards and Optimization** – presented by customer loyalty expert Howe
- **2007-2008 ConsumerTrac™ Results** – demonstrated by RMS COO Gordon Abram
- **2008 Gift Presentation** – conducted by Abram

RMS, which began as the original “free toaster” incentive company in 1976, now operates with sophisticated procurement, warehousing, logistics, customer service, and in-house data analysis, working with its marketing partners and customers to provide cost-effective marketing solutions that have consistently enhanced customer acquisition and optimization programs. When compared to other incentives like cash or lower interest rates, RMS’s branded merchandise-based programs consistently outperform based on both cost and longevity of customer impressions.

For more information on RMS, call (817) 481-6516 or visit [www.rennhack.com](http://www.rennhack.com).

#### **About RMS**

Founded in 1976, Rennhack Marketing Services (RMS) is the leading provider of merchandise incentive-based marketing solutions to the financial services community. Since its inception, the company has grown to service hundreds of clients across thousands of financial institution branches throughout the United States, including banks, thrifts and credit unions in all 50 states. RMS uses its expertise in procurement and tailoring marketing solutions to provide its customers with value-added customer acquisition tools and loyalty programs for both customers and employers. The company’s ConsumerTrac™ national consumer research and recently launched BankingBonus™ enhance RMS’s leadership position in branded merchandise-based marketing solutions for its marketing partners and customers.

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