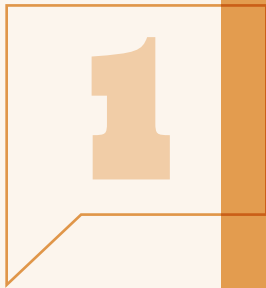
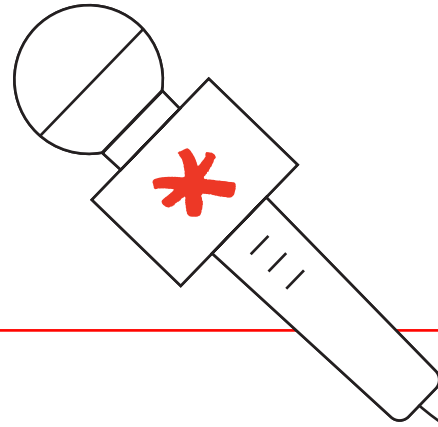


FILENE'S 2026 SPEAKING MENU

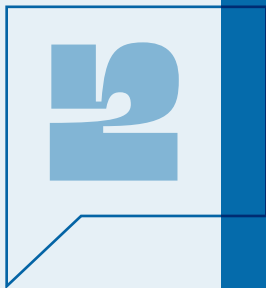


Remarkable!:

How Credit Unions Can Make Remarkable Experiences

Filene's flagship presentation for 2026! In an increasingly competitive landscape, it's not enough for credit unions to be good: they need to be remarkable. *What differentiates your credit union? What makes you stand out in the marketplace? What will cause your members to remark about you?*

In this presentation, we explore the strategic and tactical drivers that make a credit union truly distinct, drawing from Filene's research. From digital innovation to employee and member experience, from governance to data utilization, learn how to make your credit union remarkable

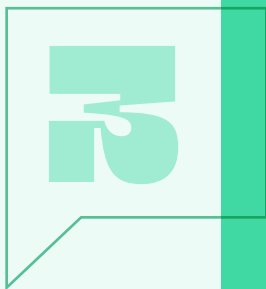


Top 10 for 2026:

Strategic Priorities for Credit Unions

An overview and facilitated discussion of the top ten most significant strategic decisions credit union leaders will have to make in 2026.

What are the emerging trends and disruptive forces shaping the financial services industry and credit union system? This presentation will help credit union leaders future-proof their organizations with actionable insights and provide a clear roadmap to anticipate the most serious challenges and seize the most valuable opportunities in the coming year.

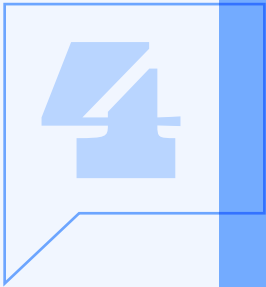


The Next Generation of Member Growth:

Attracting & Retaining Young Members

Challenged with falling member growth, credit unions are searching for ways to rebuild relevance with younger members. *How have credit unions truly built connections with Gen Z and Millennials?* This presentation dives into real-world examples of success, from the right products and services to influencers and social media, to show how credit unions can find meaningful relationships with younger members.





Messaging the Credit Union Difference:

Telling a Story Members Actually Understand

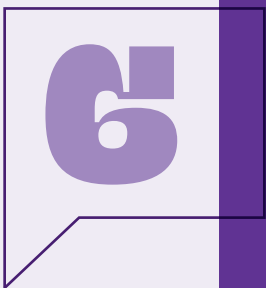
Credit unions have long prided themselves in being different from other financial providers. *In today's competitive environment, do members understand that difference?* This session questions how credit unions tell their story: to members, employees, vendor partners, and the market at large. We explore how to use data to connect with members on a deeper level and how to show the impact of what credit unions do and how we can stay relevant to the next generation.



Stablecoin & The Future of Payments:

What Credit Unions Need to Know & Do

Over the last few months, the conversation around cryptocurrency, specifically stablecoin, has grown from a whisper to a steady buzz. For credit unions, staying relevant in this evolving landscape means understanding not just how payments work, but how people want to pay. *How is consumer behavior evolving and what does it mean for the future of member engagement?* This presentation dives into the pros, cons, opportunities, and challenges of these new technologies to give you the edge in implementation.



See Sooner, Act Faster:

What Innovation Means (for Real) & How to Use It to Fuel Growth

Innovation has become a buzzword. But real, meaningful innovation remains an essential survival skill in competitive and quickly changing industries like financial services. *How can credit unions embed the practice of innovation in their organizational design and culture to see sooner, act faster, and stay aligned through change?* This session redefines what innovation means for credit unions, emphasizing practical approaches to spotting trends early and acting decisively. We document the links between credit union innovation and member satisfaction, loyalty, and product usage and then describe the drivers of innovation, inside and outside the credit union.



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2026 SPEAKING MENU

Filene Research Institute