



Privacy Savvy, Marketing Ready: Fundamentals Every Bank Marketer Should Know

American Bankers Association: Bank Marketing Conference

Speaking Engagement

September 17, 2025 from 10:15 am to 11:15 am (EDT)

Partner [Laura Riposo VanDruff](#) will present "Privacy Savvy, Marketing Ready: Fundamentals Every Bank Marketer Should Know" at the American Bankers Association's Bank Marketing Conference in New Orleans, LA. Laura and her fellow panelists share how financial institutions can become equipped to confidently advance their digital marketing strategies without compliance roadblocks while covering how first-party data collection aligns with sound privacy practices, how to navigate conversations with legal and compliance teams, and practical next steps based on a company's maturity level.

[Register here.](#)

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