

Director Series: Banking Out of Recession

WEBINAR OR ON-DEMAND WEB LINK
(LINK INCLUDES FREE CD ROM)

Thursday, January 12, 2012

8 - 9:30 am PT
9 - 10:30 am MT
10 - 11:30 am CT
11 - 12:30 pm ET

**Big banks will lose \$8.3 billion in fee income in 2012.
Guess how much savvy community banks will gain?**

Some lessons of the recession are clear. Consumers want a safe place to bank, fewer fees, and meaning beyond a balance update. Small and medium-size businesses (SMBs) want easier, cheaper, better ways to operate and tighter control of cash flow. However, other lessons are not so clear. Should you close or transform underperforming branches? What about banking beyond branches? 2012 is the perfect storm of opportunity for banks with the foresight and fortitude to act. Join us for a look at the best cost-cutting and fee revenue opportunities that capitalize upon current trends in online, mobile, social, and payments channels.

Continuing Education: Attendance verification for CE credits provided upon request.



HIGHLIGHTS

- How to make the most of the self-service trend: online, mobile, social
- Best cost-cutting moves in 2012: increasing self-service, streamlining the branch
- 5 mobile alerts that can cut service costs in half: pacifying moneyhawks
- Best consumer fee revenue opportunities in 2012
- Best commercial fee revenue opportunities in 2012
- What the future looks like: convergence of mobile, PFM, and eCommerce

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WHO SHOULD ATTEND?

This C-level session is designed for directors and senior bank management responsible for setting strategic direction and choosing the right tactical technologies for the times. Attendees will identify the best opportunities for cutting costs, generating new revenue, and capturing big-bank fee defectors in 2012 and beyond.

MEET THE PRESENTER

Lee Wetherington, AAP,
ProfitStars



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Community Bankers Association of Oklahoma REGISTRATION FORM

Date of Seminar	Name of Seminar	Live Webinar \$230	On-Demand Link & Free CD Rom \$230	Both Live Webinar & On-Demand Link (includes free CR Rom) \$350	TOTAL
					\$

***CD Rom for pc use only**

Name: _____ Bank: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ (Email address is required.)

**Hook up instructions and seminar materials will be emailed approximately
7 days prior to the seminar.**

**REGISTRATION AND PAYMENT INSTRUCTIONS – Please note invoices are not provided.
Mail registration form and check made payable to:**

Financial Education and Development, Inc., P.O. Box 1780, Helena, MT 59624

Fax registration form, including credit card number to (406) 442-2357.

Important Note if Paying by Credit Card: This form will serve as your receipt. Charges will show up on your credit card statement from Financial Education and Development, Inc.

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Register Online:

https://www.financialedinc.com/sign_in.asp

***NOTE: It is best to have all payments and registrations to us 10 days prior to the seminar to ensure timely receipt of hook up instructions and handout materials. We will do our best to accommodate late registrations.**

FOR QUESTIONS EMAIL: CBAO@financialedinc.com

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