

VBA – TREASURY MANAGEMENT ADVANCED PERSPECTIVES AGENDA

SESSION ONE: September 23, 2021 – 9:00am to 2:00pm (4 hours content)

9:00am to 10:15am

- Group Introductions and Session Objectives
- What's Your Super Power?
- The Treasury Management Industry – How Did We Get Here? Where Are We Going?

Poll Questions & Results/Discussion

10:15am to 10:30am - 15 Minute Break

10:30am to 12:00pm

- Treasury Management Products – Trends & New Competitors

Group Discussion- Partnerships for Success

Lunch Break at 12:00pm

12:45pm to 1:45pm

- Treasury Management Delivery Best Practices

Group Discussion- A Better Mousetrap?

1:45pm to 2:00pm

- Preparing for Session Two - "Homework Assignment"
- Wrap Up, Questions, Comments

Adjourn by 2:00pm

SESSION TWO: September 24, 2021 – 9:00am to 2:00pm (4 hours content)

9:00am to 10:15am

- Group Sharing – "Homework Assignment" (learning from each other)

10:15am to 10:30am - 15 Minute Break

10:30am to 12:00pm

- Treasury Management Sales Professionals – Characteristics of Top Performers
- Focused Treasury Management Sales Tips
- Relationship Acquisition, Expansion and Retention

Lunch Break at 12:00pm

12:45pm to 1:45pm

- Trends Shaping the Payments Industry
- Setting Your Strategic Course

Group Discussion – Challenges and Opportunities – "I'm Going To..."

1:45pm to 2:00pm

- Session Objectives – How'd We Do?
- Wrap Up, Questions, Comments

Adjourn by 2:00pm