TREASURY MANAGEMENT SYMPOSIUM

Day 1: Foundations, Core Products, and Competitive Positioning

- **8:30–8:50 | Welcome, Introductions, Course Overview**
- **8:50–9:35 | Role of Treasury Management in Community Banking**
- **9:35–10:20 | Core Payments I – Wires, ACH, and Same-Day Options**
- **10:20–10:30 | Break**
- **10:30–11:25 | Core Payments II – RDC, Cards, and Information Services**
- **11:25–12:00 | Product Bundling Workshop**
- **12:00–1:00 | Lunch**
- **1:00–1:50 | Fraud Protection – Positive Pay, ACH Filters, and Controls**
- **1:50–2:25 | Competing with Other Banks – Communicating Your Value Proposition**
- **2:25–2:35 | Break**
- **2:35–3:15 | Competitive Positioning Practice**
- **3:15–4:00 | Treasury Onboarding and Implementation**
- **4:00 – 4:20 | Day 1 Wrap-Up**

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Day 2: Fintechs, Real-Time Payments, and Consultative Selling

- **8:30–8:45 | Recap and Day 2 Setup**
- **8:45–9:35 | Fintech and Outsourced Solutions – QuickBooks, Bill.com, and More**
- **9:35–10:20 | Staying at the Center of the Relationship**
- **10:20–10:30 | Break**
- **10:30–11:20 | Real-Time Payments, FedNow, and Emerging Rails**
- **11:20–12:00 | Instant Payment Use-Case Lab**
- **12:00–1:00 | Lunch**
- **1:00–1:50 | Consultative Discovery – Turning Conversations Into TM Opportunities**
- **1:50–2:25 | Case Study Breakouts**
- **2:25–2:35 | Break**
- **2:35–3:10 | Solution Design, Pricing, and Proposal Storytelling**
- **3:10–3:45 | Future of Payments and Personal Action Plans**
- **3:45–4:00 | Final Commitments and Close**

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