

VBA – "TREASURY MANAGEMENT 101" AGENDA

April 19, 2022 – 9:00am to 1:00pm (3 1/2 hours content) – 47 slides

9:00am to 10:00am

Intros & Goals – Setting the Stage for Treasury Management

- Group Introductions and Session Objectives
- The Treasury Management Industry – How Did We Get Here? Where Are We Going?
- Why are Treasury Management Products Important to You (and To Your Customers)?
- Deposits and Treasury Management – A Perfect Marriage
- What's in Your Wallet?
- Treasury Management/Payments

10:00am to 10:15am - 15 Minute Break

10:15am to 11:30am

Learning the Basic Product Groups

- Collection, Concentration & Receivables Products – Yesterday, Today & Tomorrow
- Disbursements & Payables – Transitioning From Paper
- Funds Management & Liquidity - Low Interest Rate Impact
- Information Technology & Fraud/Risk Control – Key Focal Points
- Product Transitioning from Paper to ?

Poll Questions/Responses & Discussion

11:30am to 11:45am -15 Minute Break

11:45am to 12:45pm

Turning Prospects into Treasury Management Customers

- What's Trending?
- Why Do Prospects Buy Bank Products?
- Guiding Treasury Management Prospects to the Right Solution(s)
- TM Best Practices

Group Discussion–What do you need to succeed?

12:45pm to 1:00pm

Pulling it All Together

- Session Objectives – How'd We Do?
- 7 Habits of Highly Effective Treasury Management People
- Wrap Up, Questions, Comments

Adjourn at 1:00pm