



Banking Exchange Sessions

Wednesday, November 2, 10:45 am – 12:15 pm

Session 1: “BANK 2.0: The Total Disruption of the Retail Banking Industry”

Ten years ago, no one could have predicted that: 90% of daily transactions in the US would be electronic; that in most developed markets Internet banking would provide more revenue than branches; that social network conversations would be the primary criteria for whether customers trust a financial institution’s brand; and that growth in mobile banking would be the final nail in the coffin for the dominance of branch banking. Join a discussion with Brett King, author of BANK 2.0, as he explains why customer behavior is changing so rapidly, why your mobile phone will replace your wallet in the next 2-3 years, and how financial institutions must reinvent themselves or become irrelevant.

Wednesday, November 2, 3:30 pm – 5:00 pm

Session 2: Transforming Customer Relationships with Smarter Enterprise Marketing “And the survey said.....client reaction and perspective”

Join a provocative discussion about how to respond to a more informed, demanding and less loyal customer in an increasingly competitive and global marketplace. Find out why banks that outperform are relying on analytics over intuition in their journey to better understanding customers - their needs, preferred interactions and how to retain and grow these relationships. Hear findings from IBM’s first Chief Marketing Officer Survey and discover how you can use social media, predictive analytics, and marketing tools to better understand customer sentiments, uncover emerging opportunities and personalize interactions.

Thursday, November 3, 8:00 am – 9:15 am

Session 3: Speakers’ Breakfast Exchange

Network with your industry peers over breakfast. This is a perfect opportunity to meet with speakers and fellow attendees from the day before and engage in further dialogue. IBM senior Financial Services executives will be available for deeper discussion and to answer any questions you may have.

Thursday, November 3, 11:30 am – 12:30 pm

Session 4: Going Social: Making Friends and Profits from Social Business

Customers are increasingly interacting with new social platforms for communications, opinions, and business, and the hundreds of millions of users are not just kids. Customers across all segments are gravitating towards social experiences that are extensions of their virtual lives - including “social”, currencies and financial services. Employees want social collaboration and tools and people want to work for companies who recognize their desire to maintain virtual relationships. Meanwhile senior management and regulators are questioning the risks of “going social”. We will examine the opportunities and challenges that this change in behavior presents to financial services through some examples of best practices.