



## Director Series: Banking Out of Recession

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

WEBINAR OR ON-DEMAND WEB LINK  
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**Thursday, January 12, 2012**

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**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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