



Maximizing Revenue & Relationships Effective Packaging & Promotion for Community Banks

March 13, 2012, 12:30 - 2:30 p.m. (MT)



**Maximizing Revenue & Relationships
Effective Packaging & Promotion for Community Banks
March 13, 2012 12:30-2:30 MDT**

Effective packaging and pricing will encourage customers to take advantage of bundled solutions rather than individual products. Learn how to evaluate your current product mix and enhance and refine it based on the technology available.

Are you offering clear choices of banking services that are competitively priced and bundled? Increasingly, the battle in the financial services arena is fought over the profitable small business. Today, the focus is on free checking for businesses, paying interest on business checking, and providing technology to help businesses manage their banking relationships. Often, community banks are lacking only in their failure to properly promote their abilities in this area.

Highlights

Specific issues & opportunities to be discussed:

- Mandated changes in interchange rates and other fees that are threatening fee income.
- Repeal of Reg Q, which prohibited payment of interest on business accounts, provides great opportunities to develop new products and services to better meet business needs.
- How to adapt to changes in overdraft protection regulations in order to preserve fee income and improve customer satisfaction.

Program objectives:

- Identify and capitalize on market opportunities.
- Address costs and pricing .
- Develop packaging and promotion strategies in light of overall branding and marketing activities.

Presenter

Trent Fleming - thirty year industry veteran, Trent Fleming serves as a trusted adviser to financial institutions on matters of technology and strategy. He has worked with banks on matters as diverse as strategic planning, business continuity, employee education and training, and operational efficiency. Fleming's presentations on technology, management, and strategy consistently get the highest marks from his audiences. He is currently on the faculty of the Graduate School of Banking at the University of Wisconsin-Madison, and regularly contributes to industry publications.

Why Participate?

Effective packaging and pricing will encourage your customers to take advantage of bundled solutions rather than individual products. Understanding your costs and efficiencies will go a long way in helping you make the right decisions about how to charge, what to charge and how to bundle services for maximum benefit. Join us and learn how to evaluate your current product mix and enhance and refine it based on the technology available.

Audience

Senior officers, CFOs, marketing officers and pricing managers.

Institute of Certified Bankers: This program has not been pre-approved for ICB credit. Attendees may go to <http://www.aba.com/icb/memberecivereview> for instructions regarding self-reporting. Estimated credits earned: 2.5 hrs. CLBB/CPB relevant instruction.

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Effective Packaging & Promotion **March 13, 2012**

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