



“New Technologies” Seminar for Bank Directors and Senior Management

Community banks are under pressure from increased regulations, higher costs, changing customer expectations and rapidly evolving technologies. Major consulting firms note, “This is the best of times and the worst of times for community banks”. Technology can level the playing field and allow smaller banks to compete with the largest banks. However, some analysts see continued rapid growth of the large banks due to the smaller banks’ lack of understanding and response to market changes.

This seminar on new technologies was developed to help bank executives better understand the issues and options available to community banks and also meet today’s director oversight requirements. It is structured for a half-day meeting.

Topics covered include:

- ◆ Digital Branding/managing your digital brand
- ◆ Methods to increase deposit and loan volumes using online account opening
- ◆ Extending your bank’s “reach” via e Branching
- ◆ Demographic shifts in customer expectations
- ◆ Use of Social Media
- ◆ Security issues with new delivery options
- ◆ Addressing compliance issues in the digital world
- ◆ Comparative growth strategies

The seminar will include a review of results from case histories.

Dave Donaldson is President of Win-Win Consulting Services. Dave has spent 35 years in the banking industry and works with community and regional banks.

Steve Jones is President of Jaap-Orr Company, a marketing firm. Steve has 14 years experience as a bank director/advisory board member.

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