

GSB 2020

DIGITAL BANKING SCHOOL



LIMITED TO ONLY 30 BANKS!

ONLINE DELIVERY AND PER-BANK FEES ALLOW ORGANIZATION-WIDE PARTICIPATION

Banking continues to evolve – and as consumer preferences have changed, the demand digital banking services has grown exponentially.

GSB's Digital Banking School is the first school of its kind – focused exclusively on helping community banks move into and/or grow their presence in the digital banking space.

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WHO SHOULD ATTEND

Given the scope of all that's involved in digital banking, we encourage broad participation across all various areas of the bank – which is why we priced this school with a single fee for each bank. We encourage community bank CEOs to attend with leadership teams from operations, retail strategy, lending, business development, marketing, technology, project management, cybersecurity and compliance.

WHAT YOU'LL LEARN

The curriculum is divided into eight sessions that will be delivered live online in 3-hour segments – with breaks – over the course of four weeks. Each session will be recorded for ease in scheduling. For detailed curriculum visit GSB.org – modules will include:

- Defining the Game
- Get off the Sidelines – Why Digital Banking?
- Which Version do You Want to Play?
- Create Your Team – The People Factor of a Digital Bank
- What Equipment Do You Need?
- Rules of the Game – Compliance & Cybersecurity
- Promoting Your Digital Bank & Building Your Brand
- Program Wrap-Up: Keys to Success from a Winning Team

PROGRAM FEE AND WHAT'S INCLUDED

- One affordable fee for the bank – allowing as many employees to participate as you wish from a single connection, and unlimited, bank-wide viewing of recorded sessions for 60 days after completion of the school.
- All instructional materials
- Login details for live courses – plus access to recorded sessions for 60 days following completion of the school
- Access to world-class instructors – industry experts and active digital bankers
- Application sessions to apply tactics and strategies learned
- Networking opportunities – including access to an alumni-only LinkedIn group to continue to conversation and networking for years to come.
- Fees for the 2020 GSB Digital Banking School are \$2,950 per bank.



Graduate School of Banking
at the University of Wisconsin – Madison