

Humanising digital channels

Today's banks undoubtedly recognise the importance of digital channels, but how many are actually getting their digital strategy right?

During the 3 days of the 2015 Digital Banking event we will:

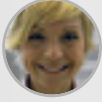















- Highlight the essential aspects of an effective digital strategy, including simplification and the ability to deliver added value by creating the all-important human touch
- Hear a number of different perspectives on whether every product and transaction can be effectively digitised
- Find out why many banks are yet to exploit the full potential of social media and discover some of the advancements that the most innovative banks are making in this regard

**Gary Collins**Head of Mobile and In-Store Banking
Westpac Australia**Sujit Ganguli** Senior General Manager,
Corporate Communications & Brand
ICICI Bank India**Michal Panowicz**Managing Director, Products, Marketing
& Digital **mBank** Poland**Àngels Valls Benítez**Digital Solution Director
e-laCaixa Spain**Joshua Reich**CEO
Simple USA**Jose Villa** Head of Mobile Banking,
Other Channels & New Means
of Payments **BBVA** Spain

Why join this conference?

- Attend the Digital Banking conference and mix sessions from the parallel streams to make your ideal learning experience throughout the 3 days
- Learn from other industries with quick-fire start-up and fintech sessions: innovative companies will present their latest and greatest innovations
- Take advantage of in-depth discussion and interaction with workshop sessions. Register today and secure your seat at your favourite workshop! The registration is made on a first-come, first-served basis. Places are limited.
- Hear new research findings backed up by real case studies to identify the best way for getting your digital strategy right



9.00	 Ángels Valls Benítez Digital Solution Director e-laCaixa Spain		Looking for ubiquity in digital banking
9.25	 Michał Panowicz Managing Director, Products, Marketing & Digital mBank Poland		Digital transformation as a means of disruptive distribution
9.50	 Gregorio R. Santos Chief Business Development Officer EMEA Mapfre Spain		The way forward in bancassurance
10.45	Coffee break and networking		
11.15	 Joshua Reich CEO Simple USA – Video presentation		Digital is not a department. At Simple, we consider ourselves tech pioneers, not bankers
11.40	 Jim Marous Partner The Financial Brand USA		From bricks to clicks: reaching the digital consumer
12.05	 Jouk Pleiter CEO & Co-Founder Backbase Netherlands		Creating the digital bank of tomorrow: the omnichannel bank
13.00	Lunch		
14.30	 Michael Schuster Research and Strategy BeeOne - Erste Group Austria		George. Making banking personal; George enables contextual sales
14.55	 Thomas Klausbo Head of Digital Channels; Personal Banking Business Development		Start behaving like an e-business Reduce time to market
	 Bo Tolstrup Christensen Chief Consultant Danske Bank Denmark		
15.20	 Chris Wood Head of Emerging Payments, Strategy & Regulation Nedbank South Africa – Video presentation		The digital space with regard to social media, big data, loyalty & rewards and payments
16.15	Coffee break and networking		
16.45	 Maurício Machado de Minas Executive Vice President Banco Bradesco Brazil		Bradesco's digital customer experience; innovation in digital channels
17.10	STUDY PRESENTATION Marta Penades Picado Principal BCG		Distribution in the digital age: smarter, faster, leaner
17.35	 Irene van den Brink Head of Business Development InShared Netherlands		InShared: a new generation insurer
18.30	Wine Reception - offered in partnership with Objectway with Objectway		

9.00 QUICK-FIRE START-UP AND FINTECH SESSIONS

In just ten minutes, each of the eight start-up and fintech companies present their latest and greatest innovations. Meet them afterwards on their stands to find out more.



Krik Gunning Chief Commercial Officer
Safened United Kingdom



Alex Kwiatkowski Senior Marketing Strategist
Misys United Kingdom



Richard Perry VP Sales EMEA
BioCatch Israel



Norbert Stemmer Head of Sales
DSwiss Switzerland



João Lima Pinto Vice President and CCO
ebankit United Kingdom



Erwin Werring Managing Director
Linkbundle United Kingdom

10.45 Coffee break and networking

11.15



Eddie Humphreys
Head of Mortgage Product Reinvention
AIB Bank Ireland

AIB eMortgages: selling complex products through digital channels IS POSSIBLE

11.40



José Villa
Head of Digital Channel & New Means of Payments
BBVA Spain

Innovation Award winner 2nd place

Selling digital by providing the right experience at the right moment... it pays off

12.05



Roberto Ferrari
General Manager
CheBanca! Italy

Che Banca! A digitally empowered open bank strategy

13.00 Lunch

14.15



Peter Schramme
Chief Business Development Officer
Objectway Belgium

Transformational best practices for investment managers

14.40



Sujit Ganguli
Senior General Manager, Communications & Brand
ICICI Bank India

A 360 degree approach to social media

15.05



Marco Marazia
Head of Business & Products
MPS Group Italy

Widiba and the listen economy
How to build a social bank

16.00 Coffee break and networking

16.30

PARALLEL WORKSHOPS



Thomas Klausbo Head of Digital Channels;
Personal Banking Business Development



Bo Tolstrup Christensen Chief Consultant **Danske Bank** Denmark
Room A - Start behaving like an e-business: More in depth

or



Shamir Karkal CFO & Co-Founder **Simple** USA
Room B - The drive-to-digital: happy customers drive viral banking

or



Jin Zwicky VP, Experience Design **OCBC Bank** Singapore
Room C - Simplicity as your organisational capability

Limited places: registration on a first-come, first-served basis

18.15 End of day 2

9.00 QUICK-FIRE START-UP AND FINTECH SESSIONS

In just ten minutes, each of the eight start-up and fintech companies present their latest and greatest innovations. Meet them afterwards on their stands to find out more.



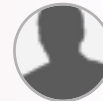
Richard Coady
Sedicii Innovations
Ireland



Piotr Budzinski
CEO
Namu System
USA



Milan Vora
CEO
Mydesq
Switzerland



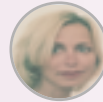
Jelmer De Jong
Global Head of Marketing
Backbase
Netherlands



Odera Ume-Ezeoke
CEO
Viewsy
United Kingdom



Thomas Ko
President
Namu System
USA



Barbara Koop
Service Director Europe
Science Rockstars
Netherlands

10.30 Coffee break and networking

11.00



Gary Collins
Head of Mobile and In-Store Banking
Westpac Australia

Pushing the boundaries of innovation: where does innovation stop being innovative and start becoming downright scary?

11.25



Michael Pearson
Senior Retail Banking Adviser
Efma France

ONSITE SURVEY
Geo-location and geo-marketing
Big data in digital channels

11.50



Yvon Moysan
Président at Saint Germain Consulting
& Lecturer Digital Marketing
IESEG School of Management France

Banking on wearables : how does it differ compare to mobile banking ?

12.45 Lunch

14.00

PARALLEL WORKSHOPS



Zafar Kazmi Head of Mobile Payments & Commerce **CaixaBank** Spain
Room A - Shifting our customers from physical to digital channels, humanising the digital age

Innovation Award winner 1st place

Limited places: registration on a first-come, first-served basis

or



Christophe Langlois Social Business Advisor **VisibleBanking.com** UK
Room B - The future of social media/business

or



Michal Panowicz Managing Director, Products, Marketing & Digital **mBank** Poland
Room C - Digital transformation as the cornerstone of business model reinvention: Payments marketing case study 'mBank's mDeals'

Innovation Award winner 1st place

15.45 Coffee break and networking

16.15



Deepak Sharma
EVP & Head of Digital Initiatives
Kotak Mahindra Bank India

Innovation Award winner 1st place

Kotak Jifi: an integrated social bank account, which seamlessly incorporates social networking platforms with mainstream banking

16.40



Frank Eliason
SVP Social Media, North-America Consumer Banking
Citi USA – Video presentation

The changing dynamic in business: the shift millennials, new technologies and communications are bringing to the culture of businesses

17.30 End of conference

**DISTRIBUTION SUMMIT****25-27 March 2015** – Barcelona, Fairmont Rey Juan Carlos I hotel**ATTENDEE'S INFORMATION**

Mrs. Ms Mr. / First name Last name

Job title

Institution VAT ID number (if applicable)

Address

Tel email

Assistant's information (or person in charge of the registration)

First name Last name

Tel email

PRACTICAL INFORMATION**DATES**

The Distribution Summit will begin with a welcome coffee on Wednesday 25 at 8.15 and will end on Friday 27 March 2015 around 18.00.

LOCATION

Fairmont Rey Juan Carlos I hotel
Av. Diagonal 661-671,
08028, Barcelona, Spain
Tel: + 34 933 644 040
www.fairmont.com/barcelona

ACCOMMODATION

Each participant must pay the cost of his or her accommodation directly to the hotel before departure. A block of rooms has been provisionally reserved for the nights of 24, 25 and 26 March 2015 at the Fairmont Rey Juan

Carlos I hotel. The cost of a single room per night is e 157.50 and e 176 for a double room (breakfast included, VAT excluded). An automatic confirmation will be sent by email within 24 hours of your registration. In this email you will find a booking form to reserve your accommodation, that you will have to send back to the hotel directly by fax or email. The hotel guarantees room availability and price until Monday 23 February 2015. The hotel will automatically bill unoccupied rooms or late cancellations.

REGISTRATION

The registration fee covers participation in the Distribution Summit, documents, lunches and coffee breaks. Registration fees must be paid in full prior to the event. Efma reserves the

right to refuse entry to any delegate who has not paid his or her invoice prior to the event. We welcome late-bookers, but credit card information must be provided.

CANCELLATION

All cancellations must be received in writing. A 20% cancellation fee will be charged for all cancellations received before or on Wednesday 11 March 2015. The full fee will be charged for cancellations made after that date, as well as to delegates who are unable to attend on the day, unless a substitute delegate is provided. Substitutions are accepted at any time.

LANGUAGES

All sessions will be held in English.

REGISTRATION FEE**Step 1: Please register for 1, 2 or 3 days**

	One day	Two days	Three days
Member fee	€800	€1,600	€2,400
Business Partner fee	€900	€1,800	€2,700
Non-member fee	€1,200	€2,400	€3,600

VAT not applicable. All registrations are strictly individual.

Step 2: Please specify the conference you would like to register for.

	Digital Banking	Physical Channels	Insurance Distribution
25 March			
26 March			
27 March			

Step 3: Workshops sessions need to be pre-booked because places are limited. If you wish to attend please state your choice below:**Digital Banking conference**

26 March - Workshop speaker:

27 March - Workshop speaker:

Physical Channels conference

26 March - Workshop speaker:

27 March - Workshop speaker:

PAYMENT

By bank transfer to Efma Sarl bank account
IBAN: FR 76 1027 8060 4700 0208 2420 111

BIC: CMCIFR2A

CCM PARIS 17 ETOILE, 30 Avenue Niel, F- 75017 Paris

By credit card: MasterCard Visa American Express

Card n° | | | | | | | | | | | | | | | | | | | | | |

Expiry date | | | | | |

DATE

SIGNATURE

Please send this registration form by email at registration@efma.com or fax +33 147 42 56 76Efma | 8 rue Bayen | 75017 Paris | France | Tel: +33 1 47 42 52 72 | Fax: +33 1 47 42 56 76 | www.efma.com

APE: 8230Z | VAT ID: FR 38 313 062 788 | Efma sarl company with registered capital of EUR 15,000 | RC Paris 313 062 788

In accordance with Article 27 of the law on the processing of personal data of 6.1.78, the information which you are requested to provide is necessary to enable us to process your registration and is intended for Efma's services. You may access this information and request that it be rectified if necessary.