



## Today's Digital Banking: Your Digital Front Door

### Event Agenda

1 p.m

#### Introductions

##### Your Digital Front Door

Our digital banking experts will discuss the importance your digital front door plays in the accountholder experience. We'll also share today's research and technology trends, including a look back at how we got here and where we are going.

##### Consumer Research

Are you struggling to build and expand relationships with your accountholders amid all the different apps vying for a piece of their financial lives today? New research from a Jack Henry™ Financial Sentiment Study provides insights into what is driving relationship expansion. In this session, we will share how to reclaim your position at the center of accountholders' financial lives and the business case for why it's so critical.

##### Table Exercise

In this interactive session, you'll have the opportunity to participate in an engaging table exercise to discuss features and capabilities for consumers, biggest challenges, and opportunities. We'll collect a report out from each table at the end of the exercise.

2:50 p.m.

#### Break

##### The Future of Digital: Building a Digital Ecosystem

Join us for an insightful session exploring the future of digital banking, focusing on the unique challenges and opportunities for banks and credit unions. We'll cover critical topics including financial data exchange, leveraging AI, targeting and personalization, marketing innovations, important considerations, and questions to ask your vendors.

##### Why Payments Matters

In this session, you'll discover how a modern payments strategy can add value to your financial institution. We'll also discuss key considerations for modernizing payments.

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# digital banking forum



## **Touring the Digital Front Door**

Join us for an insightful session focused on the essential features that banks and credit unions must have to support the needs of their consumers and businesses. We will be using capabilities within the Banno Digital Platform™, and the network of integrated fintechs as a means to illustrate and discuss how consumers and business are banking digitally.

## **Cybersecurity and Fraud Teaser**

Sneak peek at the topics that will be discussed during the Cybersecurity & Fraud Forum.

**5 p.m. – 7 p.m. Networking Event**