

Elevate Bankers Conference Agenda

TUESDAY, APRIL 14, 2020

3:00 - 4:30 pm

GET SWITCHED ON TO LEADERSHIP

Chip Eichelberger | Sales, Teamwork and Motivational Speaker

The ability to 'Get Switched On' and be at your best consistently is essential to compete and excel in today's marketplace. This high-energy, interactive session challenges every attendee to acknowledge the difference between good and GREAT. Elevate welcomes you to an interactive experience, not a speech.



4:30 - 5:30 pm

WELCOME RECEPTION

WEDNESDAY, APRIL 15, 2020

8:45 - 9:30 am

AI FOR BANKING: WHAT, HOW, AND HOW MUCH?

From more efficient processes, to erasing errors and cutting costs, AI-powered technologies are already disrupting traditional banking as we know it. Learn how AI (Artificial Intelligence), RPA (Robotic Process Automation), and OCR (Optical Character Recognition) / machine learning is being applied to today's banking industry. Attendees will learn specific use cases, how much can be gained from each, and how financial institutions of all sizes can get started at future-proofing their operations.

9:30 - 10:15 am

CREATING VALUE FOR THE SMB SEGMENT THRU BETTER DIGITAL EXPERIENCES

Historically, the financial services industry has under-served the Small and Medium sized business segment, and as a result, the industry has under monetized this segment with a belief the SMB's expect everything to be free. SMB owners have demonstrated through FinTech adoption that they are willing to pay for value – solutions that save them time and money, and are aligned with their business need. This discussion will focus on how financial institutions can provide better service to their SMB customers with better digital experiences that combines traditional banking with FinTech solutions, creating new value for both their SMB customers and their financial institution.

10:45 - 12:00 pm

BCP FOR CORONAVIRUS: UPDATING YOUR BUSINESS CONTINUITY PLAN

Hear from industry experts and fellow bankers from each educational track in a collaborative effort to discuss challenges and strategies that every department of your bank should be considering.

12:00 - 1:00 pm

LUNCH IN PARTNER LOUNGE

1:00 - 2:00 pm

REGULATOR HOT TOPICS - PANEL

Hear from FDIC, OCC, & FRB as they share the latest changes, trends and hot topics for 2020 in the areas of technology, finance, compliance, credit, and treasury management.

2:30 - 3:30 pm

HOW HIGH CAN YOU GET? GET THE BUZZ ON BANKING MARIJUANA

Hear from bankers that are involved with banking the various tiers of marijuana related businesses and identify the best practices for banks not banking cannabis, as well as the tools for ensuring your bank remains compliant in this space.

3:40 - 4:30 pm

THE IMPACT OF MENTORSHIP IN BANKING

4:30 - 5:30 pm

NETWORKING RECEPTION

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THURSDAY, APRIL 15, 2020

8:45 - 10:00 am UTILIZING YOUR PERSONAL BRAND TO MAKE YOUR BANK STAND OUT

Bert Purdy, Partner, BKD and **Jeff Newgard**, CEO, Bank of Idaho

The combination of a bank employee's strong personal brand with a mission-focused bank brand can return significant results and new business relationships. Learn the proven techniques that tellers to executives use, including but not limited to social media, to differentiate themselves and their banks from the competition.

10:20 - 12:00 pm BANKER EXCHANGE & INTRODUCTIONS

Choose to attend one of seven tracks offered, or jump between tracks depending on your level of interest. Each session will be introduced and facilitated by subject matter experts, followed by dedicated time for attendees to share and learn from each other. This unique and valuable format supports both direct education and the opportunity to continue the conversation with peers to identify pain points, tools and takeaways.

12:00 - 1:00 pm LUNCH IN EXPO

1:00 - 2:00 pm BANKER EXCHANGE CONTINUES

2:30 - 3:00 pm DESSERT BREAK AND EXPO PRIZE DRAWINGS

3:00 - 5:00 pm BREAKTHROUGH LEADERSHIP

Brian Biro America's Breakthrough Coach

Every day you seek to breakthrough with customers to generate loyalty, satisfaction, and relationships. The key to lasting success in business is breaking through with your own team members so they eagerly embrace personal responsibility, committed purpose, and leadership. They must see themselves as breakthrough leaders! And especially in times of challenge, they must focus persistently on what they can do rather than wasting time and energy on the things they don't control. This one-of-a-kind presentation ignites the energy and true leadership potential in every participant.



7:00 - 9:00 pm "O" BY CIRQUE DU SOLEIL® AT THE BELLAGIO IN LAS VEGAS

Described as "liquid magic" by the Los Angeles Times, "O" boasts a custom built 1.5 million gallon pool that artists dive 60+ feet into throughout the show. This breathtaking show is inspired by the concept of infinity and the elegance of water's pure form. "O" pays tribute to the beauty of the theatre — from the simplest street performance to the most lavish of operas—where anything is possible and where the drama of life plays itself out before your very eyes.

