



BAI ENTERPRISE MEMBERSHIP

- > Daily, real-time commentary
- > Exclusive BAI Member Center
- > Unbiased, original industry research
- > Preferred pricing

Connect Employees to Essential Resources and Unbiased Information on Key Issues and Trends in Retail Banking

As the retail financial services industry grows increasingly complex, the need for a reliable, objective source for insight and perspective is more important than ever. A BAI Enterprise Membership provides your employees with industry-wide news, research, connections and a wealth of resources. Through our BAI Member Center, BAI Enterprise Members benefit from direct online access to exclusive thought-leadership, strategic insights, market intelligence and educational offerings. And with our new *BAI Banking Strategies Daily*, you will receive real-time commentary on key issues in retail banking, payments, regulatory compliance and mobile commerce.



KEY ADVANTAGES

Keep staff better informed with unbiased information to innovate and stay up to date in the evolving retail financial services marketplace.

Your membership provides tools, insights and resources for your organization to navigate in an increasingly complex financial marketplace:

- > **BAI Banking Strategies Daily:** Stay current with real-time content and commentary on key issues in retail, payments, regulatory compliance and mobile commerce through our new *BAI Banking Strategies Daily*. This essential information—including summaries developed specifically for BAI members along with links to the complete, original articles—is delivered directly to your employees' desktops and mobile devices each day. Content is selected and written for BAI members to highlight and synthesize insights on key developments taking place across the industry on a daily basis, keeping your employees updated on the latest news and perspectives.
- > **BAI Market Intelligence:** Broaden your knowledge with BAI's unbiased original industry research and market intelligence on critical issues such as consumer sentiment towards the financial services industry; consumer behavior, perceptions and opinions regarding their financial needs and preferences; consumer payment preferences; groundbreaking retirement research; Retail Banking market surveys; ad hoc research reports and more!

AT A GLANCE: MEMBER BENEFITS

Tools, insights and resources for your organization, including:

- **BAI Banking Strategies Daily** Real-time content and commentary on key issues delivered to your employees' desktops and mobile devices.
- **BAI Member Center** at www.BAI.org is the central place to access BAI educational and industry intelligence for your entire organization, such as pertinent industry webinars, research studies and whitepapers, and on demand conference content from BAI Retail Delivery.
- **BAI Market Intelligence** Unbiased original industry research and market intelligence on critical issues.



> **Event Registration Discounts on BAI Conferences and Events:**

Member-only discounts to all BAI events and conferences, such as BAI Retail Delivery, BAI Payments Connect and BAI Mavericks in Banking.

> **Best of BAI Retail Delivery All Access On Demand:** Missed the conference or an important session? Now you can extend the learning process with a post conference package of the most popular presentations from this industry-leading annual event.

> **BAI Webinars Series:** Access to BAI's entire archive of conference-like educational presentations delivered straight to your desktop. These robust webinars focus on today's most critical topics, from managing fraud risk and understanding marketing analytics to building effective mobile and multi-channel strategies to uncovering operational and revenue opportunities.

> **BAI Member Center on BAI.org:** No longer will you need a bank membership manager within your organization to facilitate dissemination of your benefits. Your employees can access retail financial services thought leadership, strategic insights, research and market intelligence through our new BAI Member Center—the central online destination for all your membership benefits.

To enroll as a BAI Enterprise Member or for more information, please contact Trevor Pampalona at tpampalona@bai.org or via phone at 312.683.2388.

Only your employees listed in our BAI database will have access to your BAI Enterprise Member benefits. Once your organization becomes a member, spread the word to your staff to sign up for free at www.BAI.org to gain access to the BAI Member Center and begin recognizing your benefits.

INDUSTRY LEADER

BAI is the financial services industry's partner for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace. For more than 80 years, we have focused on advancing the industry by offering unbiased education and research. Our offerings are as diverse as the industry, and include premier events such as BAI Retail Delivery Conference & Expo, groundbreaking research and performance metrics, and professional learning and development programs. In-depth editorial coverage is provided through *BAI Banking Strategies*, and executive summaries of noteworthy articles and essential industry information and insights are delivered through *BAI Banking Strategies Daily*.