

BEACON & SPOTLIGHT SESSION TOPICS

- Innovation & FinTech
- Marketing & Product Development
- Channel Optimization
- Sales & Revenue Growth
- Talent Acquisition & Retention
- Community-Based Banking
- Compliance Strategy & Risk Management
- Business Banking
- Fraud & Cybersecurity
- Payments Strategy

REGISTRATION HOURS

BAI Beacon Campus:

Tuesday, October 3	8:00 a.m. – 7:00 p.m. ET
Wednesday, October 4	7:30 a.m. – 5:15 p.m. ET
Thursday, October 5	7:30 a.m. – 12:30 p.m. ET

Omni Hotel Satellite:

Tuesday, October 3	1:30 p.m. – 4:30 p.m. ET & 7:00 p.m. – 9:00 p.m. ET
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TUESDAY, OCTOBER 3

- 8:00 a.m.–7:00 p.m. **Registration**
- 12:00–4:30 p.m. **BAI Research Forum** (Invitation Only)
- BAI HR Risk Executive Roundtable** (Invitation Only)
- 12:00–4:00 p.m. **BAI Executive Roundtable: Marketing Leader Circle**
Sponsored by Cognizant (Invitation Only)
- 1:00–4:00 p.m. **Learning Lab - A.I., bots and machine learning...Oh My!**
Sponsored by Deluxe Corporation
- Learning Lab - Breaking Branches**
- Learning Lab - Customer Experience - It's all about the Experience**
- 5:00–7:00 p.m. **Illuminate: A Celebration Of Innovation**
Opening Evening Reception - BAI Beacon Campus - Innovation Zone

In our industry-breaking, BAI Beacon Campus, we offer unique learning opportunities.

Learning Labs

These pre-conference experiential learning labs are highly interactive and offer the opportunity for attendees to learn best practices and engage in peer networking and idea exchange. As extended sessions, 3 hours in length, they offer a facilitated deep dive into specific industry issues set in a unique environment to add to the attendee experience. Learning Labs can be added to your conference registration for a nominal fee.

Beacon Sessions

The foundation of our conference, Beacon Sessions are focused and fast-paced giving attendees more content, more experts and more coverage of the issues that impact their business every day. Sessions are 30 minutes in length, including audience Q&A, so the content is razor sharp. These sessions may take the form of presentation, panel discussion or debate. These sessions are found on Stage 1, 2 and 3.

Spotlight Sessions

Designed to promote idea sharing and dialogue in a more intimate and informal setting, these 30 minute sessions are highly interactive, facilitated discussions that explore one or two critical ideas within a given hot topic.

Spark Sessions

Spark your imagination in just 30 minutes. In these interactive sessions with Q&A, learn about solutions you can use now to address your key business challenges from the top industry solutions providers.

Light Up Breakfast: Featured Speakers

Start your day off right with powerful, dynamic and actionable featured breakfast sessions. Each day, you'll hear from a business leader who will inspire you and share perspectives on critical issues impacting your business. The sessions have been designed to be interactive, engaging and even fun (!) to maximize learning and networking.

Evening Events

ILLUMINATE: A CELEBRATION OF INNOVATION
Opening Evening Reception open to all attendees and located in the BAI Beacon Campus Innovation Zone.

BAI GLOBAL INNOVATION AWARDS CELEBRATION
Join the celebration as we recognize the BAI Global Innovation Awards winners and finalists, providing a night of inspiration and outstanding networking opportunities. (Open to all attendees)

Stage 1
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Stage 2
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Stage 3
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WEDNESDAY, OCTOBER 4

7:30 a.m.–5:15 p.m. **'Let's Launch'- Campus Doors Open and Registration**

8:30–10:00 a.m. **Light Up Breakfast with Featured Speaker:**

David Robertson, *Best-Selling Author; Senior Lecturer, MIT Sloan School of Management; Professor of Practice, The Wharton School at University of Pennsylvania*

"Innovation - Going Small to Win Big"

Main Stage

10:00–10:45 a.m. **BAI Beacon Campus & Innovation Zone Exploration**

10:10–10:40 a.m. Stage 2: Be the Bank Your Customers Love with Salesforce Financial Services Cloud

10:15 a.m.–1:00 p.m. **BAI HR Risk Executive Roundtable** (Invitation Only)

10:45–11:15 a.m. **Conference Sessions**

- ● Stage 1: Staying Relevant in the New Payments World
- ● Stage 2: Customer Experience Back on the Front Burner
- ● Stage 3: Leadership & Culture: Insight-Enabled Change
- Spotlight 4: Financial Education Centers – Creating a New Competitive Edge for Community-based Banking Organizations
- Spotlight 5: Building a Culture of Compliance
- Spotlight 6: Getting the Balance Right - Fraud and Customer Experience

10:45 a.m.–12:00 p.m. ● Innovation Stage 7: BAI Beacon Rapid Fire Demos

11:30 a.m.–12:00 p.m. **Conference Sessions**

- Stage 1: Channel Migration: Choreographing the Right Pace and Sequencing
- ● ● Stage 2: Social Acquisition - New Approaches to Customer Acquisition
- ● Stage 3: Payments Innovation - Winning the Battle for the Underserved
- Spotlight 4: Managing the Risk of External Relationships...3rd and 4th Party...!
- Spotlight 5: Social Selling for Business Bankers
- Spotlight 6: How Effective Are Fraud Mitigation Strategies Used by Community Banks?
- Connection Huddle: BAI Global Innovation Awards Peer Group Discussion: Humans, Your Most Important Asset

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WEDNESDAY, OCTOBER 4 (CONTINUED)

12:00–1:15 p.m. **Networking Lunch**

12:30–1:00 p.m. **Be the first to hear BAI and Digital Banking Report unveil new research “A.I. – The Next Frontier in Customer Experience”**

Innovation Stage 7

1:15–1:45 p.m. **Conference Sessions**

- ● Stage 1: Should FinTech be Regulated?
- Stage 2: Differentiate your Brand through Storytelling
- ● Stage 3: Opening Up Banking Platforms
- Spotlight 4: Rethinking Your Workforce Strategy - The Rise of Blended Workforces
- ● Spotlight 5: Faster Payments in Action - A Global Perspective
- ● Spotlight 6: Companies to Watch: Battling Cybersecurity
- Innovation Stage 7: Spark Session : Why Customer Experience is More Important Than Ever
- Connection Huddle: Is the Contact Center the New Branch? - Peer Group Discussion
- ● ● Innovation Huddle: BAI Global Innovation Awards Peer Group Discussion: The Future of Mobile & Social Banking

2:00–2:30 p.m. **Conference Sessions**

- ● Stage 1: Mobile Payments - Serving Millenials’ Needs
- ● Stage 2: Rising Interest Rates – Now What?
- ● Stage 3: RegTech On the Rise – What’s on The Horizon?
- Spotlight 4: Emerging Leaders - What You Need to Retain Them
- ● Spotlight 5: Next Generation of Customer Authentication
- Spotlight 6: What Do Business Banking Customers Really Want in a Banking Partner - More Touch or More Technology?
- ● Innovation Stage 7: Companies to Watch: FinTech for Community Banks & Credit Unions
- Connection Huddle: Creating Digital Ambassadors to Drive Sales - Peer Group Discussion

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WEDNESDAY, OCTOBER 4 (CONTINUED)

2:45–3:15 p.m. **Conference Sessions**

- ● ● ● Stage 1: The Business Builder's Play Book
- ● ● Stage 2: Leveraging Channels Outside the Branch for Sales
- Stage 3: Marketing Attribution and the Digital Quandary
- Spotlight 4: Transforming Compliance and Risk Management
- Spotlight 5: Social Engineering in Financial Services - What's You Need to Know
- ● Spotlight 6: Leveraging A.I. for Efficiencies in Payments
- ● Innovation Stage 7: Spark Session: At the Heart of Payments Processing: Payment Hubs
- Connection Huddle: Investing for the Future of Business Banking - Peer Group Discussion

3:15–4:00 p.m. **Break & Shake**

4:00–4:30 p.m. **Conference Sessions**

- ● Stage 1: Personalizing Products and Marketing - A.I. and Chatbots Anyone?
- ● Stage 2: Changing the Focus: A Value Approach to Deeper Client Relationships
- ● Stage 3: Leveraging IoT and Connected Payments
- Spotlight 4: Not Your Daddy's ATM!
- ● Spotlight 5: Organizing for Business Banking Success
- ● Spotlight 6: The Crossroads of Innovation and Risk Management
- ● Innovation Stage 7: BAI Global Innovation Awards Peer Group Discussion - Difference by Experience
- Connection Huddle: Talent Peer Group Discussion

4:45–5:15 p.m. **Conference Sessions**

- ● Stage 1: Influencer Marketing - Taking Advantage of Personal Brands
- Stage 2: Advanced Technologies that Optimize Omnichannel Strategy
- ● Stage 3: Next Practices for Sales Practice
- Spotlight 4: Powering Smart Career Decisions
- Spotlight 5: Taking on Account Take Over
- Spotlight 6: Impact of Regulation on Emerging Payments
- ● Innovation Stage 7: Spark Session: New Expectation: Immediate Availability to Funds

5:15–7:45 p.m. **BAI Global Innovation Awards Celebration**

Main Stage

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THURSDAY, OCTOBER 5

7:30 a.m. **Campus Opens & Registration**

7:45–9:15 a.m. **Light Up Breakfast with Featured Speaker, Patty McCord**, *Workplace Innovator, Culture and Leadership Consultant and former Chief Talent Officer, Netflix*

Winning in Financial Services by Winning in the Workplace

Main Stage

9:15–9:45 a.m. **BAI Beacon Campus & Innovation Zone Exploration**

9:45–10:15 a.m. **Conference Sessions**

- ● ● Stage 1: From Design Thinking to Design Doing
- Stage 2: Life after Stupid Sales Culture: Reinventing The Sales Scorecard
- ● Stage 3: De-risking Business Banking Lending Through A.I.
- ● Spotlight 4: Connecting the Dots - Integrating Data to Drive Results
- ● Spotlight 5: Banking Botnets - The Threat Continues and Expands
- ● Spotlight 6: Doing It Right!- FinTech Partnerships in Payments
- Innovation Stage 7: Spark Session: Kill the Check: Push Payments are Powering Instant, Irreversible Money
- Connection Huddle: Talent Peer Group Discussion

10:25–10:55 a.m. **Conference Sessions**

- ● ● Stage 1: A Fresh Look at Sales Compensation and Incentives
- ● Stage 2: Where are We with Blockchain and Cryptocurrencies?
- Stage 3: BAI Global Innovation Awards Peer Group Discussion - Innovating for Impact
- Spotlight 4: Compliance in a Digital Marketing Environment
- Spotlight 5: Managing Different Generations Successfully
- ● Spotlight 6: Companies to Watch: Enhancing Customer Engagement
- Innovation Stage 7: Spark Session
- Connection Huddle: What to do about Insider Fraud?

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THURSDAY, OCTOBER 5 (CONTINUED)

11:05–11:35 a.m. **Beacon & Spotlight Sessions**

- Stage 1: Impact of the Administration Change on Financial Services
- Stage 2: Content Marketing to Deliver Sales
- Stage 3: Reframing the Branch Network
- Spotlight 4: Best Apps for Employee Collaboration
- Spotlight 5: Women in Business – Tapping into a Growth Segment
- Spotlight 6: Partnerships to Stem the Tide of Cybersecurity Attacks
- Innovation Stage 7: Spark Session

11:45 a.m.–12:30 p.m. **BAI Beacon Featured Closing Session, Crystal Washington, Technology Strategist and Author**

The Rules of Engagement - Customer Centricity in a Digital Era

Main Stage

12:30 p.m. **Conference Concludes**

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