

# 2017 bank customer experience summit

SEPTEMBER 18-20 | CHICAGO

NEXT GENERATION ATMs, DIGITAL BANKING,  
AND MOBILE PAYMENTS



[BankCustomerExperience.com](http://BankCustomerExperience.com)

## HELP BANKS SERVE THE NEW DIGITAL CONSUMER

Millennials and other digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them — and to meet those expectations, banks are looking at technology solutions from around the world and other industries, such as retail.

The **Bank Customer Experience (BCX) Summit** will focus on the latest technologies and trends to capture the next generation of consumers including:

- Branch of the future
- Mobile payments
- Advanced-function ATMs
- Security - new rules & regulations
- Cash management
- Mobile wallets - gaining traction with digital consumers
- Digital signage in retail banking
- EMV

All these efforts, placed in a cohesive omnichannel strategy, will help today's financial institutions transform themselves and achieve **customer growth.**



## WHO SHOULD ATTEND

The Bank Customer Experience Summit was created for banking industry executives who want to learn about innovative technology for engaging and growing their customer base.

Those targeted for attendance will include corporate executives in these areas:

- C-level
- Customer Experience / Customer Service
- Retail Banking
- Mobile Banking
- Digital Banking
- ATM Operations
- Technology / Innovation
- Marketing
- Payments

## SPONSORING THE SUMMIT

The Bank Customer Experience Summit is more than “just another trade show.” Rather than standing at a booth waiting for someone to walk up, sponsors of the Summit are integrated into the action. Over the course of the event, sponsors have many opportunities to interact with attendees in an intimate, casual setting that fosters the cultivation of strong relationships with new prospects.



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# PREVIOUS ATTENDEES...



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## WHAT OUR **ATTENDEES** HAD TO SAY...

"The Summit is really focused on branch transformation and bank customer experience, which is such a huge topic right now. Networking has been great. There are a lot of good vendors here. It's really good to meet some of the people that you've only talked to online."

– **CarrieAnne Cormier, Avidia Bank**

"I think it's been fantastic! You can never nullify the importance of a conversation and the ability to talk with not only other bankers and others in the industry, but also some of the vendors and providers that really have a lot of new insights to share."

– **Rachel Rich of BMO Financial Group**

"Very well done; great contacts and good knowledge sharing."

– **Mike Panzarella, Green Dot**

"I thought it was well run, with interesting topics and held at a very nice venue. Food was very good. Very well done!"

– **Eric Binz, First Data**

"This is the second year I attended the conference and I came back because I thought last year's conference was terrific. This year's conference was also terrific. The presenters are very pragmatic, very personable and very informed."

– **Michele Scruton, Citi Bank**

"It was great hearing different perspectives on how ATM and mobile are coming together, what security concerns are out there, and what companies have to offer."

– **Whit Coolbaugh, BB&T**

"The speakers were very engaging and knowledgeable. [They] provided great perspective on an area of concern for my organization."

– **Eric Byrd, Bank of America**

"[Speakers] were all very good. The panels on security and fraud and cashless society were most interesting."

– **Paul Terpstra, TD Bank**





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## WHAT OUR SPONSORS HAD TO SAY...

"Last year and this year we exhibited here and found it to be tremendously eventful for us. Not just as an exhibitor, but also learning about the trends and things that are happening in the banking community. Having a technology capability to add convenience, add security, and improve the overall experience is something that's talked about here quite frequently. Every year it gets better. Two years ago was good. Last year was very good. I think it was exceptional this year."

– Bud Yanak, Fujitsu

"The sessions have been good. There's a good mix of banks and credit unions and people from the industry. Good discussions outside. It's been a great experience. We're definitely going to come back next year."

– Joe Militello, Nautilus Hyosung

"We got very intimate interaction with our target audience and some very heavy hitters in terms of the markets that we play in. So that was excellent...far exceeded our expectations."

– Ken Metcalf, Reslam

"This has been a great opportunity for me to get to know a number of the key players in the space. The conference has been great for connections. As a not very large conference, everyone's accessible. So it's been a great way for me to get some networking within the industry."

– Daniel Goodman, MasterCard

"These are the kind of events where you have the opportunity to engage with executives. So you not only get to hear the thought leadership in terms of big ideas of what may come, you also get to talk to the executives practically speaking. What's real and how do you think through and process all these new ideas and concepts? A lot of the key themes that keep recurring is the need for banks to transform. How are we going to create a compelling customer experience, not only on mobile but also in the branches?"

– Tim Tang, Hughes Network Systems

"The connections that we've made here, meeting with some of the largest banks in North America, meeting with some new potential partners as well, that we hope to maybe partner with and bring new products to the marketplace."

– Bill Geary, Fujitsu



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## TOP 5 REASONS TO SPONSOR



1. Get face-to-face with executives from leading financial institutions.
2. Have a greater impact at a lower overall cost (and less work!) than exhibiting at a typical tradeshow.
3. Position your company as an industry thought leader.
4. Gain insights into the opportunities and challenges faced by Summit attendees.
5. It'll be fun! With great networking over great food in a great locale.



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Networld Media Group is a pioneer of online, B2B publishing. Since our founding 15 years ago, our portfolio has grown to include 10 websites and 5 events. Through these properties, we bring critical business knowledge to more than 300,000 people around the world every month.



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