

## Executive Event

### Retail Banking Europe 2009

#### **Laying the Foundation of the Future of Banking and Payments:** Stability, Technology, and Image

21–23 October 2009 | Evian Royal Resort | Evian, France

TowerGroup is the leading research and advisory services firm focused exclusively on the financial services industry.

# Executive Event

## Retail Banking Europe Laying the Foundation of the Future of Banking and Payments: Stability, Technology, and Image

### Retail Banking Europe 2009

Retail Banking Europe 2009 will provide senior-level bankers a unique forum for networking and discussion, during which we will talk about the emerging landscape for retail banking in Europe, the threat posed by new competitors, the changing role of the branch and self-service automation, and the challenges in managing credit portfolios and borrower data in a recessionary environment.

### Join TowerGroup Industry Analysts and Your Peers for an Executive Dialogue

TowerGroup is the leading research and advisory services firm focused exclusively on the global financial services industry. Executive Events provide a forum for senior delegates from across the industry to interact on a peer-to-peer level with TowerGroup industry analysts and each other. You can participate in a series of workshops over two days that combine thought leadership with high-level conversation about topics including:

- **What Ever Happened to the Branch of the Future?**
- **Collections, the Forgotten Technology — Until Now**
- **Contact Center Efficiencies: Home or Away?**
- **Nontraditional Competition: Should Bankers Feel Threatened?**
- **Maximizing the Use of Data and Analytics in Credit Risk Management**
- **Facing up to Demographic Realities Today: Facebook, Branches, or Both?**

### The Executive Event Program Features

#### Workshops Led by TowerGroup Research Directors and Analysts

TowerGroup research directors and analysts who are running workshops and delivering keynote speeches at **Retail Banking Europe 2009** will also be available to meet individually with attendees over the two days of the event:

- **Jim Eckenrode**, *Banking Research Executive*
- **Bobbie Britting**, *Research Director, Consumer Lending*
- **Carol Wheatcroft**, *Analyst, European Banking & Payments*

#### Join Other Senior Decision Makers from Leading Financial Institutions

Attending **Retail Banking Europe 2009** will be senior decision makers from the leading retail banks, including:

- Heads of Retail Banking
- Heads of Branch Banking
- CEOs
- CIOs
- CTOs
- CMOs
- COOs

These executives of European financial institutions will be joined by representatives of professional services and technology firms.

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### TowerGroup Executive Events

Executive Events bring together industry executives, research thought leaders, and outsourcing partners for a day and a half of high-level presentations and conversation.

**Institutions:** All delegates attending will be able to design their own personal agenda for the event, enabling them to secure individual meetings with key contacts while enjoying the full potential of the Executive Event program.

**Vendors:** All vendors will be able to design their own personal itinerary with key contacts from the financial services institutions attending and to further those relationships through social activities organized throughout the event. They will also have opportunities to meet informally with TowerGroup analysts over the two days.

The powerful combination of access to proven thought leaders on the significant issues facing banking executives and the efficiency of short, focused business meetings with relevant service providers delivers real and measurable ROI to all attendees.

### Recent TowerGroup European Retail Banking Research

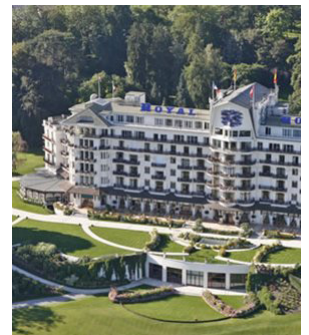
- **Financial Pork Pandemic: The Virus Spreads over the First 100 Days of the Obama Administration**
- **Managing Systemic Risk: A New Era for Financial Services**
- **The April 2009 G-20 Summit: High Aspirations for Global Financial Stability**
- **Liquidity Risk Management: The Next Global Battleground in the Financial Services Industry**

### Event Cost

Packages to attend are tailor-made to your requirements, depending on the number of delegates you would like to send and the number of meetings you would like arranged. For vendors, there are also sponsorship opportunities, including Headline Sponsor, Coffee Lounge Sponsor, Welcome Drinks Reception Sponsor, Wednesday Evening Dinner Sponsor, and Thursday Evening Gala Dinner Sponsor.

### Event Location

The event this year will be held at the Évian Royal Resort at Lake Geneva. The hotel is ideally situated within 47 acres of grounds between lake and mountains, yet close to Geneva airport, providing a unique venue for successful events.



### Event Reservations

Places are strictly limited for this event, so please contact the TowerGroup Executive Events team immediately. For details on attending or sponsorship or to download the full Executive Event thought leadership program and brochure, contact:

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**Retail Banking Europe**  
**Laying the Foundation of the**  
**Future of Banking and Payments:**  
**Stability, Technology, and Image**

## Schedule

Wednesday, 21 October 2009		
Noon — onward	ARRIVALS AND REGISTRATION	
20:00 — 23:00	WELCOME DRINKS RECEPTION AND DINNER	
Thursday, 22 October 2009		
08:30 — 09:00	Collection of Final Meeting Schedules	
09:00 — 10:00	Keynote Presentation 1: Laying the Foundation of the Future of Banking and Payments: Stability, Technology, and Image Presented by: Jim Eckenrode, Banking Research Executive	
10:05 — 10:35	Business Meeting 1	
10:40 — 11:10	Business Meeting 2	Workshop 1 — What Ever Happened to the Branch of the Future? Presented by: Jim Eckenrode, Banking Research Executive
11:15 — 11:45	Business Meeting 3	
11:50 — 12:20	Business Meeting 4	
12:25 — 12:55	Business Meeting 5	Workshop 2 — Collections, the Forgotten Technology — Until Now Presented by: Bobbie Britting, Research Director, Consumer Lending
13:00 — 13:30	Business Meeting 6	
13:30 — 14:15	LUNCH	
14:15 — 14:45	Business Meeting 7	
14:50 — 15:20	Business Meeting 8	Workshop 3 — Contact Center Efficiencies: Home or Away? Presented by: Carol Wheatcroft, Analyst, European Banking & Payments
15:25 — 15:55	Business Meeting 9	
16:00 — 16:30	Business Meeting 10	
16:35 — 17:05	Business Meeting 11	Workshop 4 — Nontraditional Competition: Should Bankers Feel Threatened? Presented by: Carol Wheatcroft, Analyst, European Banking & Payments
17:10 — 17:40	Business Meeting 12	
20:00 — 23:00	DRINKS RECEPTION AND GALA DINNER	
Friday, 23 October 2009		
08:30 — 09:00	Networking Time	
09:00 — 10:00	Keynote Presentation 2	
10:05 — 10:35	Business Meeting 13	
10:40 — 11:10	Business Meeting 14	Workshop 5 — Maximizing the Use of Data and Analytics in Credit Risk Management Presented by: Bobbie Britting, Research Director, Consumer Lending
11:15 — 11:45	Business Meeting 15	
11:50 — 12:20	Business Meeting 16	
12:25 — 12:55	Business Meeting 17	Workshop 6 — Facing up to Demographic Realities Today: Facebook, Branches, or Both? Presented by: Jim Eckenrode, Banking Research Executive
13:00 — 13:30	Business Meeting 18	
13:30 — 14:15	LUNCH	

Speakers, times, and topics are subject to change.