

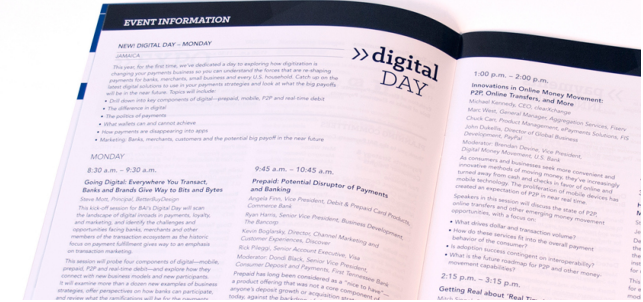
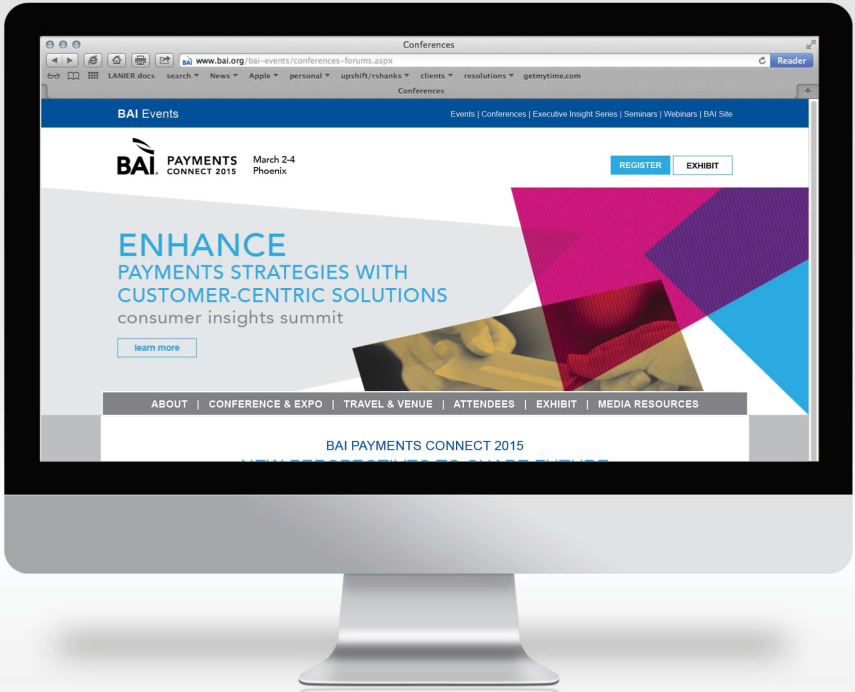
upshift

BAI

BAI (Bank Administration Institute)

OBJECTIVE

Creative work for a trusted non-profit who provides B2B services in the financial services arena.







PAYMENTS

CONNECT 2015

March 2-4

Phoenix

EVENT

GUIDE



SCAN TO DOWNLOAD

MOBILE APP

#PayConnect

BAIPaymentsConnect.com



PAYMENTS

CONNECT 2015

BAI Events

BAI. Retail Delivery 2015

October 13-15
Las Vegas



Join the Conversation
with the Mobile App

POST UPDATES,
COMMENTS, PHOTOS
AND MORE

PROVIDE INSTANT
FEEDBACK THROUGH
SURVEYS

CREATE YOUR OWN
PERSONALIZED
AGENDA

PARTICIPATE IN LIVE
POLLING & SESSION
Q&A

BE ACTIVE AND EARN
POINTS & BADGES

CONNECT WITH
ATTENDEES,
SPEAKERS AND
EXHIBITORS



DOWNLOAD
NOW!

The Premier
Retail Banking
Event

REGISTER NOW

BAIRetailDelivery.com

ACTIONABLE
INSIGHTS

from today's most forward-
thinking leaders and
60-plus interactive
strategy sessions

CONNECT

with 3,000+ financial
services leaders to gain
unique and valuable
insights

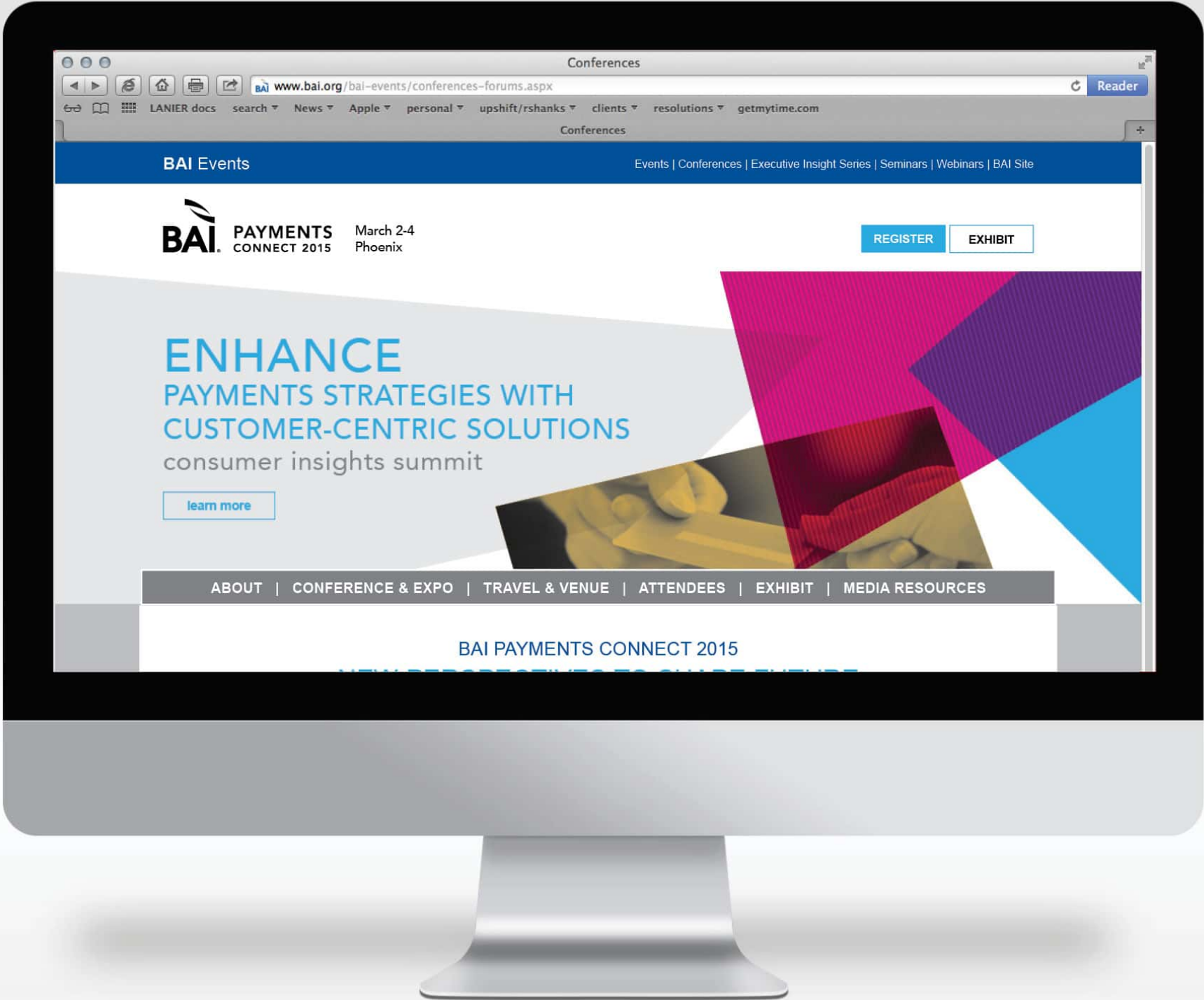
EXPLORE

the largest retail banking
Expo in the world with
200+ top solutions
providers

upshift

BAI

Website



BAI <noreply@sender.com>
to user

BAI Events

BAI

PAYMENTS
CONNECT 2015

March 2-4
Phoenix

SHAPE
THE FUTURE OF YOUR
PAYMENTS STRATEGY

register now

DON'T MISS: 2 for 1 Offer | Use Code T14 | Expires December 5

HEADLINE FOR MAIN STORY

Placeholder text: BAI Payments Connect 2015 brings you two days packed full of expert panels, small group discussions, speakers, exhibits and networking opportunities – plus our new Digital Day presentations.

Analyze the strategic direction of both solutions providers and competitors.

Focus on the consumer at a time when financial institutions are going back to basics.

Network with peers. Make valuable connections.

Register Now

March 2-4 | Phoenix | Use Code T14

2 FOR 1 OFFER

Use Code T14 | Expires December 5 »

JOIN THE DISCUSSION

YouTubeTwitterFacebookInstagram

The 2 for 1 discount expires June 30, 2014 and applies to the standard All-Access Pass price of \$1,995, with each individual paying \$997.50. Both individuals must be from the same organization and register at the same time. If one of the two individuals cancels, the remaining individual will be registered with the best individual rate available at the time of cancellation and will be invoiced for the difference. Discount offers are not retroactive to registered attendees and cannot be combined with other offers. Onsite registration will incur an additional \$100 to the full conference registration price.

All materials©2014 BAI. All rights reserved. BAI is Bank Administration Institute and BAI Center.

ENHANCE

PAYMENTS STRATEGIES WITH
CUSTOMER-CENTRIC SOLUTIONS

consumer insights summit

learn more

An abstract graphic on the right side of the banner. It features several overlapping geometric shapes: a large magenta triangle, a purple triangle, and a blue triangle. Below these, there is a grayscale image of two hands holding a yellow card, which is partially obscured by the colorful shapes.



upshift

BAI

Guide and Card



EVENT INFORMATION

NEW! DIGITAL DAY – MONDAY

JAMAICA

This year, for the first time, we've dedicated a day to exploring how digitization is changing your payments business so you can understand the forces that are re-shaping payments for banks, merchants, small business and every U.S. household. Catch up on the latest digital solutions to use in your payments strategies and look at what the big payoffs will be in the near future. Topics will include:

- Drill down into key components of digital—prepaid, mobile, P2P and real-time debit
- The difference in digital
- The politics of payments
- What wallets can and cannot achieve
- How payments are disappearing into apps
- Marketing: Banks, merchants, customers and the potential big payoff in the near future

MONDAY

8:30 a.m. – 9:30 a.m.

Going Digital: Everywhere You Transact, Banks and Brands Give Way to Bits and Bytes

Steve Mott, Principal, BetterBuyDesign

This kick-off session for BAI's Digital Day will scan the landscape of digital inroads in payments, loyalty, and marketing, and identify the challenges and opportunities facing banks, merchants and other members of the transaction ecosystem as the historic focus on payment fulfillment gives way to an emphasis on transaction marketing.

This session will probe four components of digital—mobile, prepaid, P2P and real-time debit—and explore how they connect with new business models and new participants. It will examine more than a dozen new examples of business strategies, offer perspectives on how banks can participate, and review what the ramifications will be for the payments

9:45 a.m. – 10:45 a.m.

Prepaid: Potential Disruptor of Payments and Banking

Angela Finn, Vice President, Debit & Prepaid Card Products, Commerce Bank

Ryan Harris, Senior Vice President, Business Development, The Bancorp

Kevin Boglarsky, Director, Channel Marketing and Customer Experiences, Discover

Rick Pileggi, Senior Account Executive, Visa

Moderator: Dondi Black, Senior Vice President, Consumer Deposit and Payments, First Tennessee Bank

Prepaid has long been considered as a "nice to have"—a product offering that was not a core component of anyone's deposit growth or acquisition strategy today, against the backdrop of

>> digital DAY

1:00 p.m. – 2:00 p.m.

Innovations in Online Money Movement: P2P, Online Transfers, and More

Michael Kennedy, CEO, clearXchange

Marc West, General Manager, Aggregation Services, Fiserv

Chuck Carr, Product Management, ePayments Solutions, FIS

John Dukellis, Director of Global Business Development, PayPal

Moderator: Brendan Devine, Vice President, Digital Money Movement, U.S. Bank

As consumers and businesses seek more convenient and innovative methods of moving money, they've increasingly turned away from cash and checks in favor of online and mobile technology. The proliferation of mobile devices has created an expectation of P2P in near real time.

Speakers in this session will discuss the state of P2P, online transfers and other emerging money movement opportunities, with a focus on:

- What drives dollar and transaction volume?
- How do these services fit into the overall payment behavior of the consumer?
- Is adoption success contingent on interoperability?
- What is the future roadmap for P2P and other money-movement capabilities?

2:15 p.m. – 3:15 p.m.

Getting Real about 'Real Time'

Mitch Spector