



Luxembourg, March 4<sup>th</sup>, 2020

## **SHAPING THE FUTURE OF YOUR BANK**

***EXECUTIVE PROGRAMME: A STRATEGIC BANK MANAGEMENT REVIEW***  
***dedicated to C-level executives, direct reports and board members***

***LUXEMBOURG, 24 (EVENING)-29 MAY, 2020***

Dear Madam, Dear Sir,

We are fully aware that there are many uncertainties around the COVID19 virus and we are monitoring its evolution on a daily basis at the Hot - ATTF. An inter-ministerial coordination group in Luxembourg is continuously planning and preparing measures to be taken in the event of a COVID-19 infection<sup>1</sup>. The Luxembourg government, who is the sponsor of the ATTF's training actions, has not imposed restrictions at this time with regard to COVID19, except for those indicated in its communications that concern "high risk" countries, regions and travellers to or from these areas, nor has it recommended that activities such as the ours (either inside or outside Luxembourg) be cancelled. Though this is subject to change, the ATTF therefore continues to carry out its activities, in line with the Luxembourg government's instructions and recommendations.

The House of Training therefore has the pleasure to launch its sixth edition of the programme specially designed for you, C-level executive, direct report and/or board member of commercial banks and financial institutions of a partner country of the House of Training – ATTF.

Since the financial and structural crisis in 2008, many things have changed for good. More than ever before, the transformational change and the digitalisation will challenge the financial industry for the years to come. If we do not act carefully, the speed of change can very rapidly bring us from a leading position into a rather difficult dead-end. Many bankers have so many open issues and concerns that sleepless nights are part of their normal life.

With the experience from our financial centre and with close cooperation with recognised professional associations, we strongly believe to be best equipped in order to help you shape the future of your bank.

This is why the House of Training–ATTF has decided to organise the sixth edition of the Executive Programme based on five key words: **Dynamic, Interactive, Concrete, Agile, Strategic.**

As you will be able to see from the appended documentation, our agenda addresses all the central points of concern, which are today so topical and strategic, in order to assist you in facing your real issues. An ideal combination of lectures, open and panel discussions, a cyberattack simulation game, visits to financial institutions and meetings with CEOs and C-level executives make up the ingredients for a successful Executive Programme.

Seen the success obtained in 2019, this edition will also include two visits to be chosen on an optional basis:

- the first will address the challenges of the new distribution channels and the strategy related to retail banking.
- The second will allow us to open the doors to brand new customer journey with the inclusion of the latest trends in digitalization coupled with the concept of "agile" banking.

Both streams will of course include the simulation game demonstrating the key importance of cybersecurity. We invite you to make your choice and express your

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<sup>1</sup> [www. Gouvernement .lu](http://www.Gouvernement.lu)

[https://gouvernement.lu/en/dossiers.gouv\\_msan%2Ben%2Bdossiers%2B2020%2Bcorona-virus.html](https://gouvernement.lu/en/dossiers.gouv_msan%2Ben%2Bdossiers%2B2020%2Bcorona-virus.html)



motivations to join a particular stream in the application form attached. We will do our best efforts in order to place you in the group chosen.

**When and where?**

The Executive Programme: A Strategic Bank Management Review, supported by the Luxembourg Government, will be organized in **Luxembourg from Sunday evening, May 24<sup>th</sup> to the end of the day on Friday May 29<sup>th</sup>**. You may choose to arrive on Saturday May 23<sup>rd</sup> or Sunday 24 before 5 pm. The departure should be on Saturday May 30<sup>th</sup>.



We will be able to host **20 executives** selected by the House of Training-ATTF. The selection will be based on objective criteria such as the applicants' present function as well as their professional exposure. Please note that a sound command of English is required.

**Who should attend and how to apply? Deadline to apply: April 9, 2020.**

If you are a **C-level executive (CEO, CFO, COO, CRO, etc.), direct report or a board member**, you are in the scope of this Executive Programme, built just for you. Not only will the content be highly relevant for you, but it will also be a unique platform to network with peers from around the world.

We invite you to have a look at the attached documents to find more details on the topics which will be covered and the organizational set-up of this Executive Programme.

We are aware that some countries and institutions might currently have travel restrictions in place that may prohibit travel.



Should there be interested candidates, who cannot come at this time as a result of such restrictions, we would be very grateful to still receive their application forms as an "expression of their interest" to attend. This will allow us to gain the best possible understanding of potential candidates, the evolving situation and to react best when the time comes to confirm participation. To apply for the seminar, please fill in the attached application form and send it back to the House of Training-ATTF official partner in your country **by April 9<sup>th</sup>, 2020**.

Selected candidates will pay a contribution fee detailed in the "Financial conditions document" attached to this invitation.

Should you need further information on the programme, do not hesitate to contact us.

We hope that despite today's travel uncertainties to be able to welcome you to Luxembourg for this challenging, innovative and customized programme.

Yours sincerely,

Luciele Milani  
Project Manager

Director House of Training  
Head of ATTF Services

Appendices: Organisation sheet, Provisional programme, Press Release, Lecturers' short biographies & Simulation Game information, Financial conditions & the application form

