

DIGITAL TRANSFORMATION AND FINTECH / DIGITAL FINANCE

ONLINE TRAINING

Date: 7, 8, 9 March & 14, 15, 16 March 2022

INTRODUCTION AND OBJECTIVE

Digital disruption is having an increasing impact throughout all industries. Banking faces challenges from all sides in these trying times. This course provides a solid introduction to digital and transformation frameworks. Starting from first principles, we approach digital from a number of different perspectives, providing foundational knowledge that will enable delegates to gain firm knowledge of the challenges induced by this digital transformation and to assess digital strategies, allowing them to identify those organizations that are executing strategies that offer the highest probability of success. Together, we will explore the evolving world of finance, and digital finance in the emerging countries focusing on the changing dynamics caused by the conversion of products and services into digital goods, new customer demands and changing regulations to govern the competitive landscape in this digital transformation of finance. We will also examine how digital innovation disrupts banking and traditional banks, which are therefore yielding precedence to online branches. However, the real challenge is not adopting new technologies but embracing digital culture. We will understand that any bank committed to undergoing this transformation will have to modernize its tactics and embrace technology. Replacing legacy systems alone is not enough; stepping on the digital transformation path marks a fundamental disruption of the banking business model, culture and customer relationships. The course will be held over 6 sessions of half a day, so that we can cover all aspects of this revolution.

METHODOLOGY

Online training (virtual class), interactive discussions, group work, debates, etc. This course uses a combination of case studies, workshop sessions, knowledge sharing and group discussions to provide an interactive approach to knowledge transfer.

TARGET GROUP

This is an introductory course, which will appeal to non-technical professionals of the banking sector involved in the Digital Transformation of their respective organization (financial institutions, central banks or supervisory bodies in the areas of banking).

LANGUAGE

English

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TRAINER

Sabrina Lemaire is Head of the Digital Competences Programme of the Luxembourg National Institute of Administration (Luxembourg Ministry of the Civil Service and Ministry of Digitalisation). Her role encompasses the strategy and design of digital upskilling and retraining programmes through digital literacy, leadership and technical trainings. Her previous experiences include the design of the Sustainable Finance, Funds, Insurance, Digital Banking & Finance training programmes for the House of Training catalogue for which she was Senior Manager. In addition, over the last 10 years, she has given training courses in Digital Transformation, Fintech and Cybersecurity, Marketing, Communication, Design Thinking, Project Management and softskills. Sabrina is also a coach for national and European digital, retraining and upskilling projects (FIT4-Coding, FIT4Entrepreneurship, FIT4Digital, FIT4Job, FIT4JobStart, YouthYourFuture, SkillYouUp, Digital Skillsbridge, Digital Humanities, ADEM programmes, etc.) and Director of the Founder Institute Luxembourg Accelerator, Silicon Valley. She is also in the advisory board of several startups, and provides coaching and mentoring for startups and entrepreneurs. She holds a Master's degree in International Trade and Finance from the University of Lorraine (Metz, France) and is a graduate of the University of Central Lancashire in Preston (England). She began her career in 1998 and, since that time, has held management positions in marketing, communication, business development and digital transformation for PwC, Deloitte, Lombard International Assurances, Clearstream, Maitland Group. In 2011, she joined the Société Générale Group as Global Head of Marketing and Communication for the private banking trading rooms worldwide, before becoming Chief Digital Officer there at the end of 2014. Having been European Director of Communication, Marketing and Innovation at CA Indosuez Wealth Management Europe and Member of the Executive Committee, she then joined POST Group (Telecom, Banking and Logistics/Courier) as Director of Marketing and Innovation to support the Group's digital transformation strategy.

DURATION & DATE

6 sessions of 4 hours (total 24 hours).

On 7-8-9 March & 14-15-16 March 2022 from 12h00-16h00.

PLATFORM & TECHNICAL REQUIREMENTS

WebEx

In order to join the course participants are requested to have:

- a stable internet connection
- a device (preferably a PC) with well-functioning microphone and webcam (mandatory in order to be able to interact with the trainer and their peers)

CONTENT

Six slots of 4hours each

Session 1

SETTING THE SCENE FOR DIGITAL

- ✚ The fundamentals of digital transformation and digital disruptors
- ✚ Financial markets in this digital revolution
- ✚ How can banks tackle the challenges ahead?
- ✚ The traditional customer interaction
- ✚ Multichannel vs. omnichannel

Session 2

SETTING THE SCENE FOR DIGITAL

- ✚ Customer Relationship Management,
- ✚ Mobile and Online
- ✚ Digital Marketing and Social Media Customer Journeys and User Experience
- ✚ Components of Digital Transformation: the secret sauce
- ✚ Digital Thought Leadership

Session 3

HIGHLIGHT ON THE MAIN CHANGES FOR THE BANKING INDUSTRY

- ✚ How do regulatory frameworks adapt?
- ✚ E-Identity/Know Your Customer (KYC)/Anti-Money Laundering (AML) Open banking
- ✚ Data is the new oil: how do you make it meaningful though?
- ✚ Data privacy and GDPR
- ✚ Regulatory sandboxes

Session 4

HIGHLIGHT ON THE MAIN CHANGES FOR THE BANKING INDUSTRY

- ✚ Adjacent industries and ecosystems players (Facebook, Apple, Amazon, etc.)
- ✚ Fintech, you said? The Fintech unicorns (N26, Revolut, Klarna, etc.)
- ✚ Banks vs. Fintechs: business less replicable and resilient
- ✚ “Bundled” banking offering: ecosystems, platforms, open innovation, etc.
- ✚ Financial innovation as a challenge (Open Banking): how do we keep up with it?
- ✚ Emerging markets and digital finance This training is financed by

Session 5

HIGHLIGHT ON THE MAIN CHANGES FOR THE BANKING INDUSTRY

- ✚ APIs are not the main issue in the next banking business game: vision and strategy still number one.
- ✚ Innovation in payments and data
- ✚ Digital Banking vs. Banking as a service Digital KYC and customer authentication
- ✚ Intermediation: to or not to be. What do customers want?
- ✚ Distributed Ledger Technology (DLT), Blockchain and cryptocurrencies

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Session 6

HIGHLIGHT ON THE MAIN CHANGES FOR THE BANKING INDUSTRY

- ✚ Banking will remain a 'people business': what are the skills for the future?
- ✚ An evolving workforce
- ✚ New management style and leadership
- ✚ Millennials, Competition, Segments & the Emergence of Remote Channels
- ✚ AI and Machine Learning
- ✚ Chatbots and Robotic Process Automation (RPA) Cybersecurity
- ✚ The Cloud revolution

POSSIBLE CASE STUDIES

Case studies will be spread throughout the days if relevant & if time allows.

REGISTRATION

Send your filled registration forms via email at KBA, or contact us at:
kbatrainingcenter@bankassoc-kos.com or **038 246 171**