

# SEISMIC EVENTS

The banking industry has undergone unprecedented upheavals over the past 12 months. The European Banking Forum 2010 has a roll-call of top attendees, an innovative events programme and a forum for the open exchange of ideas to address these changes and examine how technological solutions can meet these challenges head-on.

It may have only been held in March of this year, but already the 2009 European Banking Forum (EBF) seems a lifetime ago. Such is the nature of today's banking sector: events now evolve at such a pace that keeping up with developments and innovations has never been so challenging.

We may have seen external agents revolutionise the banking sector over the past 18 months, but technological innovation has been performing that role internally for far longer. If no department has been unaffected by events, at least those involved in technology have plenty of experience working in an environment in which the parameters are constantly shifting.

As it enters its eighth year, EBF 2010 will reflect the seismic shifts we have

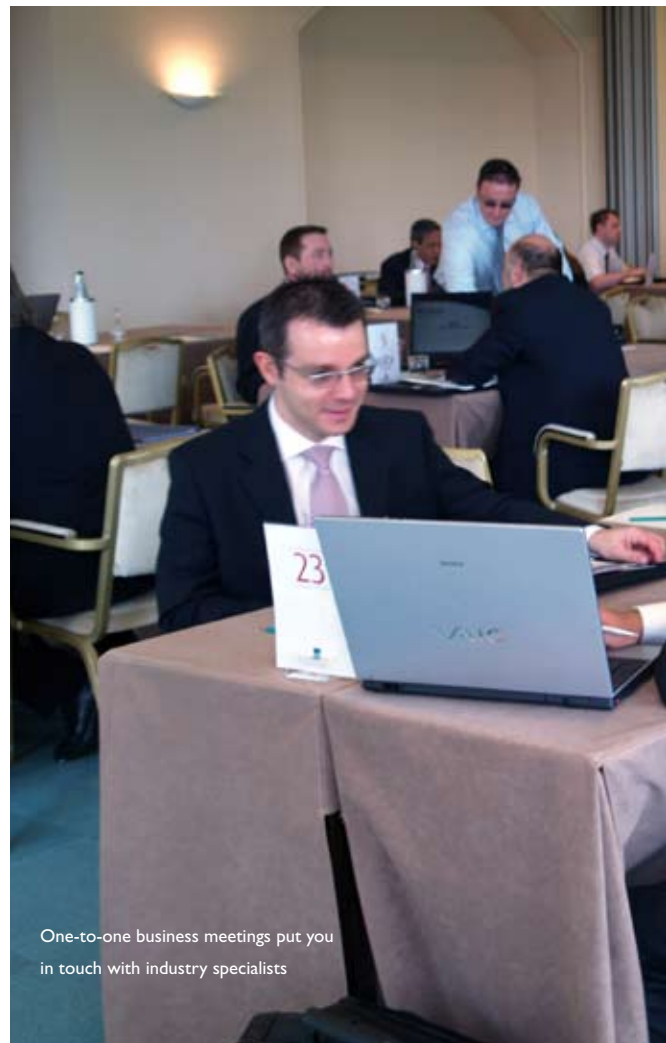
witnessed within the industry while acknowledging that technology must never stand divorced from events. Held in London in March, the conference will focus on how retail, universal and private banks can drive revenue through innovative customer solutions, improved operational efficiency and advanced risk management.

## Worldwide appeal

Welcoming senior executives from across the banking world, the event consists of two programme streams: Customer, Acquisition & Retention, and Operations, Risk & Security programmes, but offers plenty of scope for cross-over dialogue. Highlights will include: a keynote presentation from Bhaskar Dasgupta, global head of programme office global finance at HSBC Holdings, on the challenges of managing transformation globally; a panel discussion on universal banking models and technology spend; Deutsche Bank's director of innovation Frank Schwab on future trends; and the Financial Services Club chairman Chris Skinner posing delegates a question: 'The role of the branch – are banks losing the plot?'

The 2009 event was held in association with the Financial Service Club and it is good to see Skinner closely involved

with proceedings once again. He will also be chairing a roundtable Q&A. Other speakers over the course of the two days include Angela Knight, CEO, of the British Bankers Association, Sean Ghilchrist, Barclays director of digital banking, Dexia COO Mark Huybrechts, Roy Vella, director of mobile banking, RBS, Jurgen Egberink, COO Compliance, ABN Amro,



One-to-one business meetings put you in touch with industry specialists



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EBF also incorporates a wide array of social networking opportunities and one-to-one business meetings that enable attendees to discuss and develop ideas with industry peers and specialists, creating an ideal forum for the exchanging of cross-discipline ideas. 'I learnt about IT solutions I did not know existed,' observed the information risk manager for ING Belgium, reflecting on last year's event. 'Networking with peers and suppliers was excellent as well.'

With the need to evaluate technological advances from both a functional and strategic viewpoint becoming greater than ever before, this unique banking event continues to go from strength to strength. 'The event is getting better and better,' says a long-term attendee and director from Alecson Feld Consulting. 'This is by far the most professionally useful, charming and rejuvenating forum of all!'

EBF 2010 will take place at the Marriott Hotel, Grosvenor Square, London, between 18-21 March. For further details visit [www.ebforum.com](http://www.ebforum.com) FBA

## Streaming content

The event programme will be separated into two streams and consist of a series of presentations, keynote addresses and workshops. Areas of discussion include:

### Customer Acquisition & Retention Stream

- Stimulating Real Life Banking in Second Life
- How to Integrate Online and Offline, Branch and Electronic Channels
- Improving the Customer Experience
- Brand/Product Development & Protection
- Maximising Sales Force Performance

### Operations, Risk & Security Stream

- Operational Risk Management Requirements Post Crisis
- Post Merger/Restructure Systems Integration
- Managing Increased Levels of Online Fraud
- Cutting Costs/Raising Standards Through Outsourcing
- Wireless Network & Mobile Banking Security



Venue for the event, London's Marriott Hotel.