

GSB 2021

# DIGITAL BANKING SCHOOL



## LIMITED TO ONLY 30 BANKS!

ONLINE DELIVERY AND PER-BANK FEES ALLOW ORGANIZATION-WIDE PARTICIPATION

Banking continues to evolve – and as consumer preferences have changed, the demand for digital banking services has grown exponentially.

GSB's Digital Banking School is focused exclusively on helping community banks move into and/or grow their presence in the digital banking space. Visit [gsb.org](http://gsb.org) for details on next available session.

## ENROLL TODAY AT GSB.ORG

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### WHO SHOULD ATTEND

Given the scope of all that's involved in digital banking, we encourage broad participation across all various areas of the bank – which is why we priced this school with a single fee for each bank. We encourage community bank CEOs to attend with leadership teams from operations, retail strategy, lending, business development, marketing, technology, project management, cybersecurity and compliance.

### WHAT YOU'LL LEARN

The curriculum is divided into eight sessions that will be delivered live online in 3-hour segments – with breaks – over the course of four weeks. Each session will be recorded for ease in scheduling. For detailed curriculum visit [GSB.org](http://GSB.org) – modules will include:

- Defining the Game
- Get off the Sidelines – Why Digital Banking?
- Which Version do You Want to Play?
- Create Your Team – The People Factor of a Digital Bank
- What Equipment Do You Need?
- Rules of the Game – Compliance & Cybersecurity
- Promoting Your Digital Bank & Building Your Brand
- Program Wrap-Up: Keys to Success from a Winning Team

### PROGRAM FEE AND WHAT'S INCLUDED

- One affordable fee for the bank – allowing as many employees to participate as you wish from a single connection, and unlimited, bank-wide viewing of recorded sessions for 60 days after completion of the school.
- All instructional materials
- Login details for live courses – plus access to recorded sessions for 60 days following completion of the school
- Access to world-class instructors – industry experts and active digital bankers
- Application sessions to apply tactics and strategies learned
- Networking opportunities – including access to an alumni-only LinkedIn group to continue to conversation and networking for years to come.
- Additional connections for remote workers available for purchase.
- Fees for the 2021 GSB Digital Banking School are \$3,100 per bank.



Graduate School of Banking  
at the University of Wisconsin – Madison