



GSB 2023 DIGITAL BANKING SCHOOL

OFFERED VIRTUALLY
APRIL 3-27, 2023



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. A kickoff plus each session will be recorded for ease in scheduling. Please see the online schedule at GSB.org for specific dates/times. Modules will include:

- Defining Your Digital Banking Strategy
- Which Version Do You Want to Play?
- Create Your Team – The People Factor of a Digital Bank
- What Equipment Do You Need?
- Technology & Risk: Cybersecurity Challenges
- Promoting Your Digital Bank & Building Your Brand
- Program Wrap-Up: Keys to Success from a Winning Team
- Building the Foundation to Help You Achieve Digital Banking Success

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.
- \$350 non-refundable registration fee
- All instructional materials
- Login details for live courses – plus access to recorded sessions for 60 days following completion of the school
- Application sessions to apply tactics and strategies learned
- Access to world-class instructors — industry experts and active digital bankers
- Networking opportunities
- Access to an alumni-only LinkedIn group to continue the conversation

Fees for the 2023 GSB Digital Banking School are \$3,300 per bank.

LIMITED TO ONLY 40 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.

ENROLL TODAY AT GSB.ORG

Sponsored by:



Graduate School of Banking
at the University of Wisconsin – Madison