

The Czech Banking Association has the pleasure to invite you to its Annual Conference



BANKING EMOTION

2018

Challenges of Customer Centric Provision Of Financial Services in the Digital Age

Taking place on Monday **22 October 2018 from 9am to 2pm**
Czech National Bank Congress Centre, Senovážné nám. 866/30, Prague 1

Master of the Event: Pavel Štěpánek, CBA Managing Director
Moderators: economists Miroslav Zámečník and Zdeněk Tůma

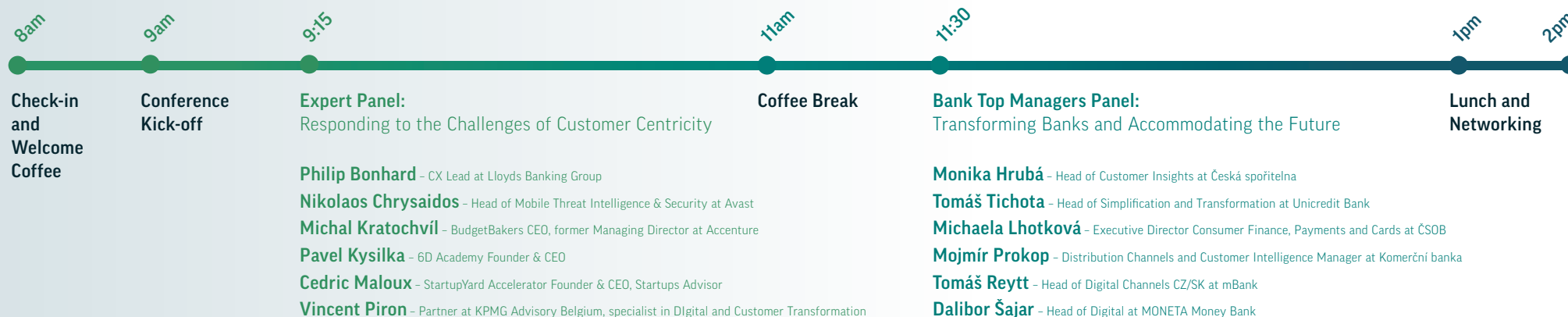
WHAT IS THE TOPIC OF THIS YEAR'S CONFERENCE?

Customer behaviour and expectations evolve, driven by digitalization. International experts and top-notch Czech bank managers will discuss the transformations banks need to undergo in this customer-centric era.

WHAT IS GOING TO BE DISCUSSED?

- Customer expectations are expanding beyond traditional financial industry borders. What implications does this have for traditional financial service providers?
- How do we put the client at the heart of the product design processes? How to leverage existing data analytics and digital footprint?
- Clients expect more decentralised presence of the services, more intelligent devices, automated tasks. What are the cybersecurity challenges of these trends?

PROGRAMME



Free entrance upon invitation. To attend, please register [HERE](#) or at cba@czech-ba.cz.
Livestream and more information on the conference at www.bankinginmotion.cz.

Media Partner
e.conomia