



Winning the Battle of Data Analysis (Webinar)

October 22, 2018 ☐ 3:00pm - 4:30pm

Bankers continue to express frustration at not having good information about their customers from which to expand relationships and create cross sale opportunities. In many cases, it is a matter of information overload. This session will look at the data you have available, tools for accessing and leveraging this data, and methods to ensure that you create successful, manageable campaigns. Participants will leave with ideas they can put into action quickly.

Who Should Attend:

COOs, Technology, Retail Officers, Marketing and Training

Webinar Speaker:

Trent Fleming has served as a trusted adviser to financial institutions for more than three decades, on matters of technology, strategy, and management. Fleming's presentations consistently get the highest marks from his audiences. He serves on the faculty of the Graduate School of Banking at the University of Wisconsin and the Advanced Banking School at Penn State University. He regularly contributes articles to industry publications, and publishes a very popular banking newsletter. Trent holds a Bachelor of Science in Economics and Finance from Christian Brothers University.

Webinar Registration:

Mr./Mrs./Ms. _____
Bank _____
Email Address _____
Branch Street Address _____
City, State, Zip _____
Phone _____
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Check (Made payable to Louisiana Bankers Association)
 Visa MasterCard American Express
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Registration Fees for LBA Members

Live Webinar Connection \$165 per connection
 Webinar Recording \$165 per recording

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Live Webinar Connection \$265 per connection
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***Please Note: Recordings are not eligible for SBET funding**

Submit Registration and view rosters in the Education Section of the LBA's website, www.lba.org

Webinar access codes will be sent to registrants with confirmation emails one week prior to session.