



New Account Interview (Webinar)

August 24, 2020 ☐ 3:30pm - 5:00pm

Learn what steps we must take to “know this customer” and their anticipated transactions in the account. How to ask tough questions without the customer feeling like they are being attacked or insulted. What do we “really” need to know to satisfy examiner expectations during the New Account Interview. From money service businesses to privately held ATMs, there are questions on business accounts that should be asked and answered. Learn how to open a business account and comply with customer due diligence expectations.

Program Topics:

- What is the purpose and source of the funds and account
- Who is opening this account and why
- How is this account going to be used by the customer
- What types of transactions will process through this account
- What is the geographic confines of the account
- Is the customer high risk
- And, many more questions that should be asked and answered

Who Should Attend:

This webinar will benefit new account representatives, personal bankers, branch managers, branch operations, deposit compliance officer and staff and all deposit personnel.

Webinar Speaker:



Deborah Crawford is the President of gettechnical, Inc. a Baton Rouge-based firm, specializing in the education of banks and credit unions across the nation. Her 27+ years of banking and teaching experience began at Hibernia National Bank in New Orleans. She graduated from Louisiana State University with both her bachelor's and master's degrees. Deborah's specialty is in the deposit side of the financial institution where she teaches seminars on regulations, documentation, insurance and Individual Retirement Accounts.

Webinar Registration:

Mr./Mrs./Ms. _____
 Bank _____
 Email Address _____
 Branch Street Address _____
 City, State, Zip _____
 Office Phone _____
 Cell _____

Payment Options:

Check (Made payable to Louisiana Bankers Association)
 Visa MasterCard American Express
 Card Number _____
 Expiration Date _____ Amount to be charged: _____
 Name on Card (please print) _____
 Signature _____
 Billing Address: _____

Please check:

Registration Fees for LBA Members

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

Registration Fees for Non-Members

Live Webinar Connection \$265 per connection
 Webinar Recording \$265 per recording

This training will be covered under SBET (Small Business Employee Training Program). Please provide an email address on the line below to receive the necessary documentation for reimbursement:

***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.