



# 2021 Technology Conference (Virtual)

*Virtual Live Seminar and Virtual Seminar Recording Options Available*

**October 7, 2021 ■ 9:00am-2:25pm**

## Conference Agenda

- 9:00am-10:00am **CryptoCurrency–AML/KYC, Compliance and Forensic Investigations**  
*Pamela Clegg, Director of Forensics & Training, CipherTrace*  
Size does not matter when it comes to compliance. Regulatory expectations are the same, regardless of the size and complexity of any financial institution that wishes to provide banking services to virtual currency exchanges. Creating banking procedures for an emerging trend is a difficult task, and with regulators nearly a decade behind the technology, it complicates the matter even further. The best place to start is to build procedures based on existing requirements and best practices used for accounts with a higher risk of money laundering. This session will explain the dos and don'ts that banks should understand in this current environment.
- 10:00am-10:15am **Break with Sponsor Spotlight**
- 10:15am-11:15am **Elevating your Fraud Prevention Strategies**  
*Ryan Dutton, Manager-Fraud Operations, SHAZAM*  
What are the latest schemes, trends and tricks fraudsters are using to get your customer information? With ever-evolving tactics, it can be difficult to stay abreast of current trends. Learn the many ways criminals are gathering card information and what can be done to prevent fraud and card losses. Fraud detection systems, blocking transactions, transaction alerts and other important tools will be discussed. From chip cards to the increase in skimming attacks, we'll discuss ways to keep fighting back.
- 11:15am-11:25am **Break**
- 11:25am-12:25pm **Growth by Digital Banking and Banking as a Service**  
*Heather Archer Eastep, Partner, Hunton Andrews Kurth*  
In light of latent asset quality concerns and stock market valuations that have hammered the financial services sector, bank mergers & acquisitions have slowed significantly. Moreover, COVID has dramatically increased the transformation to digital banking. In this environment, customer acquisition and retention have been about technology. This presentation covers the current lay of the land as well as what is needed for financial institutions to compete in digital banking and engage in Banking-as-a-Service.
- 12:25pm-1:25pm **Lunch Break**
- 1:25pm-2:25pm **How Artificial Intelligence is Changing the Banking Sector**  
*Mike Duncan, Founder & CEO Bankjoy*  
AI is changing the way customers interact with services provided by the financial industry. This session will discuss how AI can help improve your customer experience, build customer loyalty, and drive revenue growth to your institution.
- 2:25pm **Conference Adjourns**

## Who Should Attend

Technology Officers, IT and IS staff (all levels), COOs, Retail Officers,  
Security Officers and Treasury Management Officers



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### Registrant 1

Mr./Mrs./Ms. \_\_\_\_\_

Bank \_\_\_\_\_

Email Address \_\_\_\_\_

Branch Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

**Please check:**

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### Registrant 2

Mr./Mrs./Ms. \_\_\_\_\_

Bank \_\_\_\_\_

Email Address \_\_\_\_\_

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Phone \_\_\_\_\_

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**Please note:** If you participate in the Live Stream seminar, we will email a certificate to you following the program. Certificates will only be emailed to registered attendees. If you opt for the virtual seminar recording, we will not be able to provide a certificate because we will not be able to track attendance.

### Registration Fee for Virtual Live Seminar

\$265, per LBA member  
\$465, per non-member

### Registration Fee for Virtual Seminar Recording

\$199, per LBA member  
\$350, per non-member

*Please note: the recording will not include the Elevating your Fraud Prevention Strategies session.*

## Payment Options

Check (Made payable to the Louisiana Bankers Association)

Visa       MasterCard       American Express

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## Thank you to our Technology Conference Sponsor!



Submit registration and view rosters in the Education Section of LBA's Website, [www.lba.org](http://www.lba.org)