



10th GLOBAL

BANKING INNOVATION FORUM

SPEAKERS

Pierre-Nicolas Patouillard
Head of Innovation -
International Banking and Financial Services
Société Generale, France

Srdjan Novakovic
Director of Digital Banking Group Competence
Centre
Addiko Bank, Serbia

Monika Drobna
Head of Innovation Management
Komerční banka, Czech Republic

Mariano Capezzani
Senior Digital Product Manager
HSBC, UK

Naimish Shah
Head of Innovation & EmergTech
National Bank of Dubai, UAE

Ethan Wolf
Strategic Advisor to the Head of Innovation Division
Bank Hapoalim, Israel

Robert Fischer
First Vice President
UniCredit Group, Austria

Fernando García-Quismondo Garrido
Corporate Technology
Banco Santander, Spain

Alexey Zabrodin
Head of Brand Stream, Senior Brand Manager
Sberbank, Russia

Noel Young
Head of Sales Transformation
AIB Local Markets, Ireland

Carol Lawton
Head of Channel Optimisation | Direct Banking
AIB, Ireland

Usman Sheikh
Director of Design & Experimentation
Barclaycard, UK

Morten Olsen
Head of Branch and ATM development
Nordea, Denmark

Jessica Niewierr
Director Mobile, Internet & Design
ABN AMRO, The Netherlands

Knut Holmen
Strategic advisor
Independent banking expert, Norway

KEY TOPICS

- Artificial Intelligence & Machine learning
- Wearable & Voice Banking, Chat bots
- Crypto banking
- Cultural transformation & change management
- Startup Accelerators
- Latest regulatory changes
- UX: Customer of the future
- Banking in Augmented, Mixed and Virtual reality
- Blockchain and the potential of distributed ledger technology
- Branch transformation & Branchless banking

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08:30 Registration & Morning Coffee**08:50 Welcome & Opening Remarks from the Chairman****1. THE POWER OF OPEN BANKING****KEYNOTE ADDRESS****09:00 PSD2: the first months experience.
Next challenge: GDPR**

- PSD2:
 - An overview of the journey so far
 - Strategies and solutions to prosper post-PSD2
- GDPR
 - Operational challenges in new ways of capturing, managing and storing information
 - Impact on data transfers & data profiling
 - Establishing an effective plan to tackle the new regulations

Speaking Slot is Reserved**09:35 A look inside: how do banks really work with startups**

- Learnings from a multi-case study
- Focus on your key competencies to have a greater joint outcome
- Involving staff and clients in designing products & services of the future

Pierre-Nicolas Patouillard

Head of Innovation - International Banking and Financial Services

Société Generale, France**Monika Drobna**

Head of Innovation Management

Komerční banka, Czech Republic**10:10 - 10:55 COFFEE BREAK****Business networking platform**

Shake hands, exchange business cards and build up new connections

10:55 HOW INNOVATION IS INFLUENCING CUSTOMER EXPERIENCE?

- The power of technology
- The age of the customer
- How Big Data, PSD2, AI, Blockchain and RPA is impacting customer journeys
- E2E Process Simplification as key enabler for digital operational excellence
- And finally: How to transform innovation into P&L?

Robert Fischer

First Vice President

UniCredit Group, Austria**2. ARTIFICIAL INTELLIGENCE & MACHINE LEARNING****11:25 Operational excellence in banking**

- Robotic process automation
- Boosting efficiency & reducing costs
- Improving customer experience
- Technology, not only as enabler for client, but empowerment for employees
- Smart data management for operational efficiency

11:50 AML Pattern Detection

- Successful example of using AI in identifying & combating Money Laundering

12:15 Fraud detection

- The use of Artificial Intelligence technology in fraud detection & prevention

12:40 - 14:00 NETWORKING LUNCH BREAK

Great opportunity to interact with market leaders in a relaxing environment. Exchange perspectives on best practices and build up new contacts.

14:00 Artificial Conversational Entity at your bank

- Adapting AI technology to provide simple, convenient solutions for customers
- Chatbanking and p2p payments via Viber

Srdjan Novakovic

Director of Digital Banking Group Competence Centre

Addiko Bank, Serbia**14:30 Wearable Banking**

- The latest banking applications that will allow customers to keep track of their money wherever they are

15:00 Voice Banking

- Taking the voice channel to the new level for both retail and business customer

15:30 - 16:15 AFTERNOON TEA**Business networking platform**

Shake hands, exchange business cards and build up new connections

3. DOES BANK EXIST IN A VIRTUAL OR AUGMENTED REALITY?**16:15 A VR-based mobile app for retail banking**

- Case study
- The use of latest technology trends: a must in a modern world?
- Why is it so important to provide your clients with a "taste of future banking?"

16:50 PANEL DISCUSSION

Augmented Reality & Virtual Reality and its role in Banking

- Sharing case studies
- Identifying the potential of AR, VR & MR in financial industry

17:20 Chairman's summary & closing remarks**17:30 NETWORKING COCKTAIL RECEPTION**

08:30 Re-registration & Morning coffee**08:50 Opening Remarks from the Chairman****4. LATEST INDUSTRY TRENDS & CHANGE MANAGEMENT THAT LEADS INNOVATION****09:00 Blockchain & digital currencies: the new kind of trust**

- P2P payments on the way to a cashless society
- Identifying the potential of distributed ledger technology
- International payments: Now and the Future
- Are banks ready for blockchain?
- Is blockchain ready for banks?
- Challenges of blockchain implementation and opportunities it brings

Naimish Shah

Head of Innovation & EmergTech
National Bank of Dubai, UAE

09:35 Fast changing context and how ABN AMRO responds to it

- Changing customer behavior and the changing world around us
- Digital strategy of ABN AMRO and examples of achievements (innovations) that address this changing environment
- Way of working and lessons learned

Jessica Niewierra

Director Mobile, Internet & Design
ABN AMRO, The Netherlands

10:10 TOPIC TBA**Mariano Capezzani**

Senior Digital Product Manager
HSBC, UK

10:45 – 11:30 COFFEE BREAK**Business networking platform**

Shake hands, exchange business cards and build up new connections

11:30 Creative Data – New efficient way of business development

- Why Data & Creative is so important?
- How Data & Creative can work together
- Cannes Lions – Creative Data Case Study – SME approach

Alexey Zabrodin

Head of Brand Stream, Senior Brand Manager
Sberbank, Russia

5. CLICKS VS. BRICKS AND THE FUTURE OF BANKING**12:05 Branches of the future**

- Rethinking branch strategy: changing the role of branches
- Conflict between physical and digital – is there any?

Morten Olsen

Head of Branch and ATM development
Nordea, Denmark

12:40 Are “Mobile Only” services sufficient for the current banking customer?

Alongside the vast grow in digital services provided to banking customers, only-digital services still cannot provide full and end-to-end solution to all customers' needs and replace the need for human (emotional based) interaction which provides the required emotional comfort.

Ethan Wolf

Strategic Advisor to the Head of Innovation Division
Bank Hapoalim, Israel

13:15– 14:30 NETWORKING LUNCH BREAK

Great opportunity to interact with market leaders in a relaxing environment. Exchange perspectives on best practices and build up new contacts.

14:30 Opti-channel, Omni-channel or Omni-digital?

- Strategies to integrate differing digital and physical channels into a single, seamless experience
- Reaching the customer anywhere & anytime they are receptive
- Use of data analytics & machine learning to analyze and interpret behavior and preference of the client

Carol Lawton

Head of Channel Optimisation | Direct Banking
AIB, Ireland

Noel Young

Head of Sales Transformation
AIB Local Markets, Ireland

15:05 Digital branches & branchless banking. CTO Omnichannel and Digital ID

Myths and Challenges of Branchless Banking Era:

- Empathy vs. Technology: is “human interaction” still needed at banks? Do Customers value it?
- A “DIPHY” approach: Could/should we balance face to face services and automated services?
- Value vs. Cost: do “Return on Investment”, “Cost Efficiency” or “Customer Experience” justify anything?

Fernando Garcia-Quismondo Garrido

Corporate Technology
Banco Santander, Spain

15:40 Future of Banking - PANEL DISCUSSION

- Do we really need banks?
- Is there a future for the bank branch and ATMs?
- How will we pay in the future – will cards be obsolete?
- What can banks learn from other industries' digital transformation journey?
- Trends for the Banking industry in 5 years perspective
- How banks can differentiate themselves in the future?
- Questions from the audience

Moderated by:

Knut Holmen

Strategic advisor
Independent banking expert, Norway

16:20 Chairman's summary & closing remarks**16:30 AFTERNOON TEA****Business networking platform**

Shake hands, exchange business cards and build up new connections

Testimonials

“Very interesting topics, inspiring presentations, knowledgeable speakers, great organisation! Looking forward to the next event!”

Online Banking Product Owner, UniCredit Bank, Austria

“It was very interesting since the whole banking industry is in a changing environment, issues discussed were very hot, actual & important”

Commerzbank, Hungary

“Very good experience! Very well organised, I am satisfied with issues discussed and well presented”

Manager, IT & Organisation, Tirana Bank, Albania

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WITH THANKS

I would like to thank everyone who assisted with the research and organisation of this forum, particularly the speakers for their support and commitment.

Kristina Polikhronidi, Project Manager

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Accommodation

Hotel accommodation and travel expenses are not included in the registration fee.

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