

Preparing for Growth

Balancing Growth with Compliance



afs[®]

Leadership Summit 2017

June 13–15, 2017

afs[®] Leadership Summit 2017

Preparing for Growth



Join Your Peers for a Unique Analysis of the Industry's Renewed Focus on Growth

Since last year's Summit, we have been talking and listening to our customers, market leaders, and regulators to gauge how the changing political and economic landscape will affect our industry. As a result, one thing has become clear; this is an exciting time for financial institutions as, after years of focusing heavily on compliance, there is a marked shift in thinking toward preparing for a new environment of growth.

The AFS Leadership Summit sessions have been designed to be led by peers and industry experts who have an understanding of this new paradigm shift, and how to strike a balance between focusing on growth and the continuing opportunities surrounding the customer experience, data quality, risk mitigation, regulatory compliance, and market volatility.

New this year, following each session of the program, there will be short case study presentations specifically about each subject of actual client deliveries.

Connect with others, participate in discussions, and take advantage of Q&A sessions with top financial thinkers to help make sense of immediate opportunities, and prepare for the accelerated path to growth that lies ahead.

Don't miss this year's AFS Leadership Summit to join your peers by engaging and sharing your thoughts, experiences and challenges. Reserve your spot at www.afsvision.com/afssummit2017.

Sincerely,

John Shain
President

These industry leaders are participating in AFS banker-led working groups, join them in the conversation at the AFS Leadership Summit 2017

Ally Bank
BancorpSouth
Bank of America
Bank of Tokyo-Mitsubishi UFJ
Bank of the West
Bank United
BB&T
BBVA Compass
BNP Paribas
Capital One
Citibank
Citizens Bank
Comerica
Commerce Bancshares
Fifth Third Bank
FirstBank
First Hawaiian Bank
First Horizon
First Republic
Flagstar
HSBC
Huntington
Intesa Sanpaolo
JPMorgan Chase
KeyCorp
Lloyds Banking Group
Mitsubishi UFJ - MUFG
Mizuho Corporate Bank LTD
M&T Bank
Northern Trust
PNC Bank
Rabo AgriFinance
Regions Bank
Renasant Bank
Santander Bank
Signature Bank
Sumitomo Mitsui Banking Corporation
SunTrust Bank
Synovus
TD Bank
Texas Capital Bank
Texas Republic Bank
TriState Capital
Trustmark
Union Bank
U.S. Bank
Webstar Bank
Wells Fargo
WSFS Bank
Zions Bank

AFS Leadership Summit Topics

Balancing Growth with Compliance

- Following through on compliance mandates and commitments
- The potential direction of post-crisis regulation
- Applying lessons learned and models to market segmentation, analyses, and customer selection
- Applying AI to sales and the customer
- Case studies

Transitioning to Growth and Improving the Customer Experience

- Major Trends – the role of the customer in driving change and adoption through the entire credit process
- Rates of change
- Role of Fintechs in the market
- Case studies

Data Quality and its Critical Nature in the New Competitive Landscape

- Is “good enough” still good enough?
- The view of each stakeholder:
 - Front Office: sales and closing
 - Middle and Back Office: deal specifics, monitoring, modifying, renewing
 - Compliance and regulatory reporting
 - Finance and regulatory capital
- Case studies

Productivity and Cost of Delivery

- Cost reduction and transformation
- 24/7, faster, cheaper, and better
- Case studies

Implementation and Execution: The Paradigm has Changed

- The need to be flexible and agile
- Delivery options and flexibility for high-priority business needs to compete
- Mobile and digital deployment options
- Case studies

Hear from these Leading Industry Experts

- Regions Bank
- BBVA Compass
- Oliver Wyman
- M&T Bank
- SunTrust
- NTT Data
- Zions Bank
- Capital One
- Promontory Consulting Group
- BB&T
- TD Bank

...and more

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Event Details

Hotel Information

The AFS Leadership Summit will be held at The Desmond Hotel in Malvern, PA. The meetings will begin each day at 8:30 AM.



One Liberty Boulevard
Malvern, PA 19380

Exclusive Room Rate – \$151 per night

AFS has secured a block of rooms at The Desmond Hotel, exclusive to the attendees of the AFS Leadership Summit. The rate above does not include applicable taxes. To reserve a room, call 1-800-575-1776 and mention AFS when making your reservation. Please make your reservation by **May 26, 2017** in order to receive the group rate. Rooms will be available on a first come, first served basis. There is no guarantee that rooms will be available after the cut-off date or at the special rate.

Travel Information

Please plan to use the **Philadelphia International Airport** for flight planning. The Desmond Hotel has recommended the following shuttle companies that can transport you to/from the Philadelphia International Airport and the hotel:

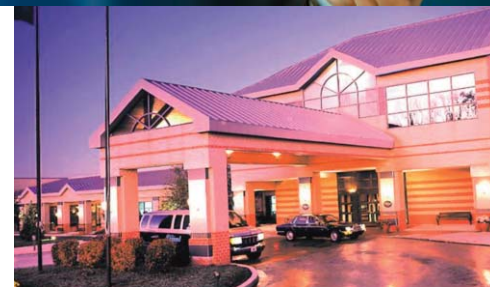
Tropiano Phila Airport Shuttle
Airport Shuttle Pricing
215-616-5370 • 1-800-559-2040
www.phlairportshuttle.net



On Time Transport
Taxi, Limo and Shuttle Service
610-647-1354 • 610-647-4511
www.ontimecarservices.com



Additionally, the Philadelphia International Airport has all the major rental car companies onsite. Parking at The Desmond Hotel is complimentary.



AFS Leadership Summit Registration

Please visit www.afsvision.com/AFSSummit2017 in the coming weeks for more information and the detailed agenda. If you have any questions about the AFS Leadership Summit, please contact your AFS Relationship Manager or Rene Coody at +1 484-875-1120 or rcoody@afsvision.com. Please register for the AFS Leadership Summit by visiting www.afsvision.com/AFSSummit2017.

Registration fees are as follows:

\$895 for 3 days

\$695 for 2 days

\$495 for 1 day

Breakfast, lunch, receptions, and dinners are included with your registration.