



SCHOOL OF TREASURY MANAGEMENT

March 11-12 | 8:15 a.m. - 3:45 p.m. | PA Bankers Training Room, Harrisburg, Pa.

The School of Treasury Management is a two-day comprehensive session for employees of financial services organizations who want a foundational understanding of treasury management, equipping them with essential skills and insights into how commercial clients manage liquidity, financial risk, banking relationships and cash flow. In addition, we will conduct a deeper dive into faster payments products and services and cryptocurrency. This program is approved for 13 CPE credits.

TOPICS

- What is Treasury Management?
- Benefit of Treasury Management to Commercial Clients and Your Financial Institution
- Risk Management & Fraud Mitigation Tools
- Sizing the Optimal Deposit Account Strategy
- Sales and Support Structure for Highly Valued Clients vs. Small Business Clients
- Best Practices in Bank Relationship Management
- Deposit and Industry Trends
- FX & Interest Rate Discussion
- How to Measure Success
- Alternatives to Selling
- Leveraging Social Media Through LinkedIn as a Differentiator
- Treasury Management Sales

MEET THE PRESENTER



Patricia Mullin, CCM
Director of Treasury Management Training
NEACH

Patsy has over 35 years of experience in establishing and managing treasury management business lines within a wide variety of Financial Institutions. She has a proven track record of managing and selling treasury services to large and middle-market corporations and not-for-profit organizations nationally.

Member Banker: \$700 | Affiliate Member: \$760 | Non-Member Banker: \$1,050

Visit www.pabankers.com to register today.

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