

TerraBiz

Training | Conferences | Exhibitions

BANKING Growth & Profits

ONE DAY MASTERCLASS ON BANKING PROFITS

Date: 6 July 2011 | Venue: Sheraton Karachi Hotel | Time: 9:00 am to 5:00 pm



Course Director

John Berry

Senior Consultant, Former MD,
Retail Banking, Abbey Bank
(now part of Santander)



Jan 2011, India



Feb 2011, Turkey



Mar 2011, London



May 2011, Iran



June 2011, Muscat



June 2011, Tanzania



July 2011, Pakistan

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Pakistan

BANKING

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Course Overview

This course will give you an opportunity to:

- **Addressing** the challenge of multichannel distribution.
- **Acquire** new techniques to maximise your sales and improve performance across all distribution channels.
- **Fully understand** the impact on your banks growth and revenue opportunities, product development and customer requirements following the global financial crisis.
- **Learn** from a retail personal finance expert with over 35 years hands on experience in the UK and the international markets.
- **Understand** marketing and distribution strategies used by leading retail banks to help you develop and design strategies to meet the changing needs of your customers.
- **Implement** strategies to enhance cost efficiency and productivity by creating an environment where customers buy more of your products and services.

Testimonials

What past delegates have said about John Berry:

Every branch manager and top people in the banking organisation should attend this training.

Sr Branch Manager, First Gulf Bank.

Just wanted to let you know that his course was fantastic...It was very interesting, full of learning factor and complete fun as well. Above all it was very practical rather than theoretical. I thank you on behalf of all the participants and my other colleagues with whom i have shared the learning factor. I wish to seeing you again as well.

Shahzad Iqbal, UBL

The trainer's knowledge and vast hands on experience made the sessions well grounded and practical.

Senior VP, Kotak Mahindra Bank.



John Berry

former Managing Director and Transformation Director at the Retail Bank.

During his extensive career in the bank his roles included Sales Director, Marketing Director, Operations Director, European Director and Managing Director (retail). He is also experienced in working with UBL and HBL banks in Pakistan in 2010 as a consultant for his subject of expertise. He received international recognition for innovation in bringing a form of franchising to UK financial services as well as changing the face of high street banking by putting coffee and banking together (Costa Coffee).

Since retiring from Abbey at the end of 2003 John has worked throughout the world assisting retail banks improve their performance across all channels (experience has included SE Asia/ Australia/ W and E Europe/ Middle East, India, Pakistan and UK). Banks such as Habib and UBL have turned to him for assistance with Pakistani Banks in 2010. He has published work on retail bank performance and is also a well recognised speaker at conferences in Europe, USA, Asia and UK.

In addition to work in the financial services arena his expertise also incorporates non FS sectors such as retail where he has helped companies dramatically improve performance through creating a "buying culture" ensuring companies looks at all aspects of their business from the customer's perspective.

A knowledgeable and very experienced individual John will help challenge existing approaches and methodologies to improve corporate performance. His knowledge of the market changes and the new world challenges facing retail banks enable him to give added value to senior management teams wishing to differentiate their performance in a crowded marketplace.

Who should attend?

- Retail Bankers
- Regional Managers
- General Managers
- Heads of Business Units
- Sales Managers
- Marketing Managers
- Distribution Managers
- Strategic Planning
- Retail Trainers
- Operations Directors

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Session 1 - Current challenges/ new world.

- Impact of the recent turbulence in financial markets on retail banking
- The new world of retail banking – what does it mean for the future strategic direction/ priorities where new channels challenge the branch centred structures
- Challenge of future revenue growth – key areas of opportunity

Session 2 - How to sell more?

- The world of money from a customer's perspective – what does it look like/ what can banks learn?
- Is there a difference between the customers view and the banker's view of products and distribution?
- Learn how banks build "Barriers to Sale" – learn how to overcome them and create a culture where customers want to "Buy" products and services

Session 3 - Marketing for success

- The power of community in today's branch development
- Managing the multi channel approach from a customer view point
- Which products to sell through which channel and why?

Session 4 - Customer Experience -The new battleground.

- Customer experience is the new battle ground for gaining competitive advantage – what does it mean?

- Can customer service excellence drive higher bottom line performance?
- How can you drive loyalty and advocacy? What measures/ processes are required to be put in place?

Session 5 - Branch Profitability – How to grow profits?

- Branch profitability – how best to deliver and measure
- What targets to run at a branch level – learn how moving from volume to value can significantly drive up the numbers
- Measures and approach to deliver profit/acquisition and retention targets

Session 6 - Segmentation and insights – The key to growth.

- Marketing and communication – where to spend the budget?
- Customer insights and segmentation – marketing benefits
- Targeting systems - learn how to drive value rather than volume

Closing session

- Bringing it all together
- Setting priorities
- So whats next...?



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PREVIOUS BANKING EVENTS WITH OVER WHELMING FEEDBACK

BANK STRATEGIC MANAGEMENT



Clive Wykes
Founder (BC&T) Ltd. Mauritius
March 2011

PREVENTING FRAUD AND CORRUPTION



Simon Padgett
FCCA, ACFE, IRMSA, IIA, MCSI
Forensic Accountant, UAE
May 2011

BACK & MIDDLE OFFICE OPERATIONS



Dr. John D. Molle
Head of Quantitative
Risk Measurement, Singapore
November 2010

OPERATIONAL RISK MANAGEMENT



Horst Simon
Co-Regional Director
Global Association of Risk
Professionals(GARP), UAE
February 2011

Workshop Investment

Rs. 23,500/- Per Participant

*Every 4th Participant from the same organization will attend **FREE!**

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

For Registration

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Terrabiz - Corporate Profile



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We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the ICAP CFO Conferences Karachi & Lahore 2011, Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 3 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.