



# COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

## Webinar – On-Demand Web Link

### Increasing Fee Income Without Raising Fees

Thursday, May 31, 2018

2 - 3:30 p.m.

Over the last decade, fee income has continued to decline for many financial institutions. To recoup this declining revenue stream, many institutions are raising fees — should you? Which fees are most likely to increase revenue without increasing attrition? What are the challenges with conventional thinking about growing fee revenue in today's market? Fee revenue is an important component of profitability. This webinar teaches you how to maximize it by charging the right amount, adopting the right collections policies, and knowing which accountholders generate the most revenue. Join us to learn strategies to enhance fee revenue and retain your most profitable accountholders.

#### HIGHLIGHTS

- Industry overview and trends
- Strategies to maximize fee income without raising fees
- Understanding branch capacity and calculating risk to better analyze profitability and fee income
- Evaluating OD/NSF policies — Regulation E, limits, pricing
- The value of a core relationship today

#### TAKE-AWAY TOOLKIT

- Case studies of institutions focused on growing core relationships and how they significantly grew fee income opportunities
- Checklist of strategies and tactics to increase fee income
- Articles:
  - Unconventional Wisdom to Grow Core Deposits in 2018
  - You Want to Grow? It's the Little Things That Matter!
  - Increasing Fee Income, Without Raising Fees
- Employee training log
- Quiz you can administer to measure staff learning and a separate answer key

**Attendance verification for CE credits provided upon request.**

#### WHO SHOULD ATTEND?

This informative session is designed for marketing executives, chief financial officers, retail banking executives and operations executives.

#### ABOUT THE PRESENTER

**Bryan Easley** is vice president with Haberfeld Associates. He has more than 10 years of experience focused on retail banking, consumer lending and financial technology. Easley works with financial institutions across the country to identify opportunities and strategies to acquire profitable accountholders and engage new and existing consumers to use more products and services.

#### THREE REGISTRATION OPTIONS

##### 1. LIVE WEBINAR

The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at [www.adobe.com](http://www.adobe.com).

##### 2. ON-DEMAND WEB LINK\*\*

Can't attend the live webinar? The ON-DEMAND WEB LINK\*\* is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within five business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

##### 3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK\*\*

Includes options 1 and 2 above.

**NEW! Listen to the on-demand web link on your iPad, iPhone, or Android. Instructions are emailed to you with the on-demand link.**

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**AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE.**

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# REGISTRATION FORM

**Increasing Fee Income Without Raising Fees Telephone/Webcast**  
**Thursday, May 31, 2018 2 - 3:30 p.m.**

**Choose Your Training Option:**

<b>Purchase</b> (Check one)	<b>Training Options</b> <i>(Registration includes one location hook-up)</i>	<b>CBAI Member</b>	<b>Prospective-Member*</b>
	Live Webinar	\$275	\$475
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