

# GSB 2025 DIGITAL BANKING SCHOOL

OFFERED VIRTUALLY  
STARTING MARCH 3, 2025



## APPLY EARLY! LIMITED TO ONLY 40 BANKS

STARTING MARCH 3, 2025

Due to the interactive nature of the school and the expectation of multiple attendees per bank, this program is limited to a maximum of 40 participating banks.



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### WHO SHOULD ATTEND

Given the scope of all that's involved in digital banking, we encourage broad participation across all various areas of the bank – which is why we priced this school with a **single fee for each bank**. We encourage community bank CEOs to attend with leadership teams from operations, retail strategy, lending, business development, marketing, technology, project management, cybersecurity and compliance.

### WHAT YOU'LL LEARN

The curriculum is divided into eight sessions that will be delivered live online in 3-hour segments—with breaks—over the course of four weeks. A kickoff plus each session will be recorded for ease in scheduling. Please see the online schedule at [GSB.org](https://www.gsb.org) for specific dates/times. Modules will include:

- Digital is the Means, Not the End
- The Emerging Consumer
- Create Your Team – The People Factor of a Digital Bank
- Two Sides of the Fintech Coin ... The Provider and The Partner
- Compliance as the Foundation to Help Achieve Your Digital Banking Success
- Emerging Risks and Opportunities of Technology: From CyberSecurity to Artificial Intelligence
- Promoting Your Digital Bank & Building Your Brand
- Program Wrap-Up: Keys to Success from a Winning Team

### PROGRAM FEE AND WHAT'S INCLUDED

- One affordable fee for the bank – allowing as many employees to participate as you wish from a single connection, and unlimited, bank-wide viewing of recorded sessions for 60 days after completion of the school.
  - \$350 non-refundable registration fee
  - All instructional materials
  - Login details for live courses – plus access to recorded sessions for 60 days following completion of the school
  - Application sessions to apply tactics and strategies learned
  - Access to world-class instructors — industry experts and active digital bankers
  - Networking opportunities
  - Access to an alumni-only LinkedIn group to continue the conversation
- Fees for the 2025 GSB Digital Banking School are \$3,550 per bank.



Graduate School of Banking  
at the University of Wisconsin – Madison