**SCB Forums – Business Banking Agenda**

Hotel Bennett, Charleston, SC / June 6 – 7, 2024

(Casual attire; jeans welcome)

**Wednesday, June 5th**

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| 5:45 PM | Meet Anat in the Lobby. Anat’s mobile: (916) 717-1710 |
| 6:00 PM | Optional dinner.\* |

**Thursday, June 6th**

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| 7:30 AM | Breakfast |
| 8:00 AM | Roundtable Discussion   * Bring 2-3 good ideas to share with the group * Discuss an example of what not to do (disasters) * Bring questions you’d like to ask * Your views on the economy |
| 10:00 AM | Break |
| 10:15 AM | Continue discussion |
| 12:00 PM | Lunch |
| 1:00 PM | Real whole bank collaboration strategies |
| 2:00 PM | Small business marketing and targeting, lead management resources |
| 3:30 PM | Adjourn |
| 5:45 PM | Meet in the Lobby. |
| 6:00 PM | Dinner offsite.\* |

**Friday, June 7th**

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| 7:30 AM | Breakfast – Topics for the next meeting |
| 8:00 AM | Revenue optimization |
| 9:00 AM | LOS optimization |
| 10:00 AM | Break |
| 10:15 AM | Deposit acquisition process |
| 11:00 AM | Profitability modeling for business banking |
| 12:00 PM | Adjourn |

\*Guests are welcome.