



November 4 - 6, 2020

The FinTech Revolution: Redefining Financial Services in the Age of Disruption

Accelerate your knowledge of the rapidly changing financial services ecosystem to mitigate threats, safeguard your organization's future and capitalize on emerging opportunities.

An unprecedented program that will help you:

Learn how fintech disrupters are structuring innovative partnerships, acquisitions and transformations to help deliver more services and offerings to create competitive advantages.

Understand how the impact of COVID-19 is accelerating global online shopping and how FinTechs are scaling by extending traditional financial services through e-commerce channels.

Identify why incumbents need to make inroads in AI, cryptocurrency, digital wallets and blockchain infrastructure to meet evolving customer needs for broader and more personalized service.

Featuring the new, secure ZOOM video-conferencing platform. You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

FinTech by the Numbers

US\$61 B

is the total value of digital transactions in Canada in 2019

Statista, Sept 2019

64%

of Canadian FinTech users prefer digital channels to manage all aspects of life compared to 33% of non-users

Global FinTech Adoption Index 2019

18%

of Canadian consumers use at least two FinTech services

Global FinTech Adoption Index 2019



Register Today / Complete Details

<http://seec.online/12945>



The pace at which FinTech is disrupting the financial services sector continues to grow.

Over \$5B in capital has been invested in early/mid-stage FinTech companies in past 24 months in Canada alone. **With the emergence of so many new players, a whole new FinTech ecosystem is dawning.** With the advent of smart, fast and secure platforms speeding up e-commerce sales globally, and the lines between e-commerce and financial services blurring, traditional financial services firms face new threats.

This program follows an innovative strategic approach that helps participants analyze the interdependent players across the ecosystem – from traditional banks, specialty finance, investment providers and insurance companies to disruptive fintechs, payment firms, cryptocurrency exchanges and digital custodians. **We also assess the wave of new non-traditional entrants** from retail, automotive, ecommerce marketplaces, big data and media that are increasingly vying for a share of the financial services market.

Participants will acquire an effective decision-making framework for preparing and defending their firms against emerging competition, or assessing the areas of greatest opportunity for developing their own disruptive strategy. They will gain the insight and skills to confidently choose the best course of action for the future.

Top Take-Aways

1. Gain insights into the nature and adoption of new financial technologies
2. Comprehend how fintech is reconfiguring financial services business models and how future models will look
3. Understand the customer experience and how small, agile fintechs are gaining market share from larger financial institutions
4. Discover strategies for e-commerce platforms to integrate with financial services providers and drive customer growth
5. Develop skills to evaluate operational efficiencies and improvements in strategy formulation

Who Should Attend

- Senior management in financial services, e-commerce, retail and technology companies developing a road map for fintech and financial services
- Financial analysts, investors, consultants, M&A advisors, strategy & product development personnel
- Individuals working in general management seeking to focus on a career in financial services

This course features real world examples, cutting-edge thought leadership, conversations with industry experts and a future-oriented viewpoint.

Position yourself to succeed in the new FinTech ecosystem

Overview of Learning

Redefining the Financial Services Landscape

- A completely digital ecosystem: digitized products, digital customer
- Digital currency, mobile money
- Intersection of core verticals
- Disruptive waves: Plotting a course amidst uncertainty and COVID-19

Rise of Payments & Point-of-Sale Lending

- Role of shopping cart experience for payments
- Financing from bricks to clicks
- Incumbents and new entrants competing for the customer experience – winning strategies

Digital Banking

- Digital Hybrids and Digital Natives
- Challenger or Neo-Bank examples
- The move to Open Banking in Canada
- Entry by the tech giants

InsurTech

- InsurTechs redefining the industry; adoption by full carriers, distributors and enablers
- Digital carriers and brokers, micro-insurers, on-demand and usage based insurers, P2P insurers

E-commerce Transforming the Customer Experience Through Fintech

- Evaluating e-commerce partnerships
- Strategies for winning combinations
- Optimizing CX with data analytics
- Social networks and the customer journey
- AI and data analytics as competitive advantage

Crypto Currency and Blockchain

- Future applications of blockchain in fintech
- KYC/AML and the decentralized network
- Cryptocurrency: roles of custodians, asset managers and settlement agencies

M&A in the FinTech Space

- Overcoming competitive barriers via acquisitions
- Accelerating to dominance with consolidation
- The case for partnership in FinTech

Industry Experts Roundtable

- Practitioners talk about future directions

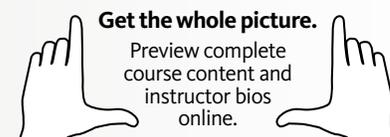
Date:
November 4 - 6, 2020

Format:
Online in the Virtual Classroom

Registration Fee:
\$3,250 + applicable taxes

Complete registration details:
seec.online/FAQ

Technical Requirements:
seec.online/techreq



Get the whole picture.

Preview complete course content and instructor bios online.

Complete Details / Register Today

<http://seec.online/12945>

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