

10th Annual Mobile Commerce & Digital Banking

Summit & Exhibition 2024
JUNE 6TH, 2024 AT MOVENPICK HOTEL-KARACHI.

DIGITAL TRANSFORMATION STRATEGY:

THE SECRET BEHIND ALL SUCCESSFUL BANKS' DIGITAL JOURNEY!

ORGANIZED BY:

 **THE PROFESSIONALS
NETWORK**

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**SAY HELLO
TO THE DIGITAL
WALLET.**

10th ANNUAL Mobile Commerce & Digital Banking

Summit & Exhibition 2024

THE CONVERGENCE OF MOBILE TECHNOLOGY, FINANCE AND THE CONSUMER.



The mobile banking and payments industry has been turned on its head in the past year. Banks are poised to be attacked from all angles meaning dramatic shifts in technology and business strategies are desperately needed.

Join us at The 10th Mobile Commerce and Digital Banking Summit & Exhibition 2024 for a full day of discussion, debate and discovery into what mobile technology means for the B2B and B2C financial industry.

KEY NETWORKING OPPORTUNITIES

- 1 Multiple Networking Opportunities
- 2 15 Industry experts as speaker
- 3 Over 250 senior level decision makers in attendance

The new look conference takes a wider view of the mobile payments ecosystem, without losing focus of the key innovators, disruptors and pioneers of the market. The 9th Mobile Commerce and Digital Banking Summit & Exhibition 2024 will address the key topics facing major banks and retailers in achieving adoption and driving engagement through mobile apps and solutions in commerce and banking on the move.



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AGENDA AT A GLANCE

6TH JUNE 2024 CONFERENCE PROGRAM

8:30-10:00 REGISTRATION

10:00-10:45 MOBILE ENTERS MAINSTREAM

Mobile is now an essential touch point between banks and their customers. With NFC becoming the dominant payment technology, opportunities abound for contextual services and advertising.



1

Learn how multi-factor authentication such as touch, ID, text and device ID will be able to verify additional services for consumers, further streamlining the overall smartphone commerce experience.

2

Determine how retailers can cash in on connected payment services such as beacon technology and POS and in order to deliver personalized experiences to the consumer.

3

Understand how major financial players can take advantage of the mobile opportunity to drive engagement and increase customer loyalty

10:45-11:30 THE MOBILITY GAME CHANGE FOR BANKING: FIRST AND WHAT IT MEANS.

Mobile banking isn't as simple as just putting a computer on the Internet. Mobile Banking represents much more, in order to be successful it requires an organizational shift. Truly effective mobile banking requires banks to change their business and the model of banking.

The speaker will provide tips and tricks to ensure the mobile banking experience creates enrich the customer's relationship with the organization, attendees will leave with an understanding of what steps to take to create a mobile banking experience.

11:45-12:30 ENGAGE WITH CUSTOMERS ON THE MOVE

Mobile apps and services have the potential to attract and retain a young, connected customer demographic, fundamentally shifting the way in which banks and retailers treat the acquisition of new customers.

- Understand how making popular commerce activities available on the go e.g. simple bank transactions or personal P2P payments will ensure mobile becomes an essential consumer engagement channel
- Learn how smartphone authentication technology can be utilized in personal mobile banking e.g. for identification; increasing security while driving up customer engagement and loyalty
- Take a look at how merchants are streamlining mobile transactions by reducing the number of steps to completion, reducing friction and improving the user experience

The concept of retail banking is changing. Mobile enables customers to execute daily transactions on the go, revealing numerous opportunities for banks and retailers to take advantage of another customer touch point.

12:30-13:15 UTILIZING DATA TO DELIVER UNIQUE AND CONTEXTUAL SERVICES TO CONSUMERS

- Explore the opportunity that lies in customer data analysis, including purchase history and geographical to deliver unique and contextual experiences to consumers
- Understand the potential behind the mobile wallet solutions to deliver additional services and increase transaction security through multi-factor authentication outside of the banking/commerce realm
- Discover how brands can benefit from leveraging partnerships forged with technology providers to utilize their experience in user analysis and trends
- Use cases & stats on implications and the effect of using mobile verifications
- Discuss how new techniques and data sources can be used to reinforce the power of mobile identity, and the pitfalls that need to be avoided

14:00 – 14:40 MOBILE IDENTITY IMPLEMENTATION - NOW & THE FUTURE

14:40-15:20 THE FUTURE OF RETAIL BANKING: THE POWER OF THE PLATFORM



Financial Services Providers are the key to unlocking possibilities with consumers in a secure, trusted environment. We're seeing a shift to a world where financial services providers are the conduit between the consumer and services they need – they have a trusted relationship with the customer on one end and provide a secure platform on the other.

The combination of the two opens the door for other companies to deliver value added services in a frictionless way, directly on the platform while also allowing them to engage with that customer within the context of their everyday lives.

15:20- 16:00 REBOOTING BANKS FOR THE 21ST CENTURY

- Are fintechs a threat to banks or an instigator for digital transformation
- Adopting business models for the 21st century: a working guide for banks
- Banks need to focus on engaging the digital native consumer instead of only thinking about the current cash flows



EXCLUSIVE OPPORTUNITIES AT THE 8TH MOBILE COMMERCE AND DIGITAL BANKING SUMMIT & EXHIBITION 2024:

- **Showcase your products online:** This will help you to educate banks, retailers and carriers on they can overcome the crucial challenges they are facing with regards to their mobile strategy. We will work with you to create a bespoke speaking opportunity and marketing package that best represents your services portfolio
- **Reach key industry decision makers:** With over 200 of the top Pakistani mobile and banking executives attending, you have the opportunity to use the conference sessions as a platform participate in panel session debates or to construct your own industry relevant presentation to push your message to the mobile payments industry
- **Increase your product and corporate visibility:** We will promote your brand through marketing channels and get your company in front of over 12000+ key mobile industry executives before and after the conference

For Sponsorship Opportunities

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