

# TAKE BACK BANKING

**Together we can do more.**

[Request your invitation](#)



60  
days

12  
hours

59  
minutes

34  
seconds

## MORE UPDATES COMING SOON

Agenda, venue, and speaker information coming soon. Check back or sign up for more updates.

[Keep me updated ▶](#)

## WHY ATTEND?



**Join the conversation and shape the future of community finance.**

Learn how to navigate the shifting financial landscape.



**Hear thought leaders from finance, technology, marketing, and more.**

We're bringing a curated lineup of speakers and attend sessions relevant to every aspect of your business.



**Discover new products coming soon.**

Be the first to hear about what we're launching next. Trust us, you don't want to miss this.



**Gather information you can use now.**

Gain meaningful strategies you can immediately use to empower your team and help your community.



## 2018 KEYNOTE SPEAKERS



**Byron Reese**

Futurist, Technologist

Keynote Speaker: "A New Golden Age"



**Jim Marous**

Co-publisher, *The Financial Brand*

Featured Speaker: "The Future of Digital Banking Is Human"



**Robert Safian**

Editor, *Fast Company*

Keynote Speaker: "Fast in Action: Lessons from *Fast Company*"

## COMMUNITY IN ACTION

It's time to bust the myth and show people that bigger isn't always better. Show them that the best, most rewarding, flexible banking solutions are found on Main Street, not Wall Street. Big banks have a history of acting in their own self-interest, regardless of the impact on their account holders or the economy. Community financial institutions clearly impact the vitality of both our communities and our country. So let's talk about how we make this change together.

Kasasa Nation 2018 is all about springing your community into action to take back banking from the megabanks. Join hundreds of executives from community financial institutions like yours to connect, learn together, and chart a path for the future of our industry.

It's time to be a community in action. **It's time to Take Back Banking.**

[Society](#)

[Our Network](#)

[My Community](#)

[Me](#)



**Society is stronger with healthy, thriving communities.**

## WE CAN'T WAIT TO SEE YOU

Kasasa Nation is a gathering like no other, but space is limited. Register by June 15, and we'll cover hotel, event, and meals.

[Request your invitation](#)

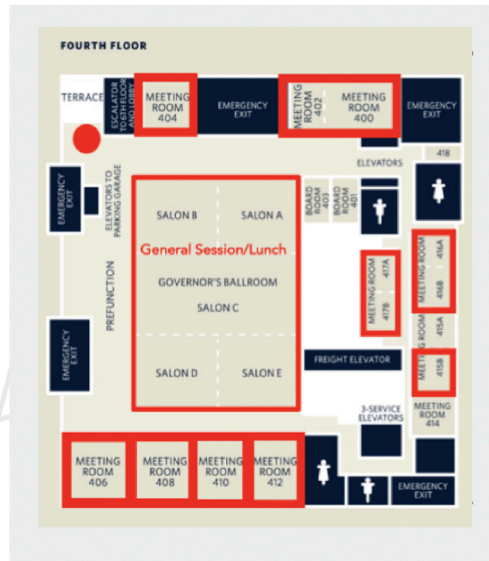


# SHELBY JONES

COMMUNITY BANK  
Austin, Texas

**KASASANATION**  
AUSTIN TX | OCT 1-3 2018

## Conference Map



#CommunityInAction

## Connecting

Monday, Oct 1

3:00 pm **Check-in**

6:30 pm **Entertainment**



**Download the official  
Kasasa Nation app.**

1. On your phone, download the Whova app.
2. Open Whova and search for Kasasa Nation.
3. Sign in with the email you used to register for the conference.

**NOTE:** If you can't sign in with your email address, use the code "knation2017dl".

### WIFI

Network: KNATION18

Password: \$TakeBackBanking\$

#CommunityInAction

KASASANATION2018

# FIELD JOURNAL

TAKE BACK  
BANKING

The Economist  
The Balance  
Washington Post  
CNN



# OBSERVATIONS

Lined area for taking observations.

## MY PATH TO TAKE BACK BANKING

Your mission, if you choose to accept it, is to leave Kasasa Nation with enough information about deposit growth, lending, marketing, and data to craft your strategy for 2019.

### DISCOVER NEW LOAN TERRITORY

**BREAKOUTS:**  
The Kasasa Loan Journey:  
True stories from in-market clients  
Maximize your retail effectiveness:  
5 tools you may be missing

### DIG UP NEW DEPOSIT STRATEGIES

**BREAKOUTS:**  
Drive growth in a rising rate environment:  
Reset your approach to thrive  
Build an adoptive culture:  
Gain buy-in to grow faster  
Maximize your retail effectiveness:  
5 tools you may be missing

### SCOUT TODAY'S MARKETING LANDSCAPE

**BREAKOUTS:**  
Stand out on social:  
Create content that engages  
your community  
Rethinking marketing:  
10 ways to fine-tune strategy

### EXPLORE DATA AND PUT IT TO WORK

**BREAKOUTS:**  
Breaking into Big Data:  
Start a data strategy now  
Rethinking marketing:  
10 ways to fine-tune strategy

*Bonus stops*

**Meet our leaders:** Real challenges, real solutions  
**Working session:** Brainstorm your Take Back Banking plan



OBJECTIVE:

## SCOUT TODAY'S MARKETING LANDSCAPE

**MY MISSION:** Understand marketing science and incorporate more technology into my strategy. What did I learn about marketing that I didn't know before coming here?

**90%**  
of all marketers say social media marketing has increased their business exposure.  
- Social Media Examiner

### POINTS OF INTEREST

Most interesting thing I learned:

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Topics I want to bring up in the Unconference:

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People I connected with today:

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## EXPLORE DATA AND PUT IT TO WORK

OBJECTIVE:

**MY MISSION:** Own my data and understand the consumer. What might be some of my biggest data challenges in 2019?

### POINTS OF INTEREST

Most interesting thing I learned:

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Topics I want to bring up in the Unconference:

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People I connected with today:

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**87%**  
of companies say data is the most underused asset in their marketing department.  
- Forbes

“Engagement is a renewable daily decision that is voluntarily given when the company has proven worthy of it.”  
- Jason Lauritsen, Talent Anarchy



# community in focus

FORMERLY KNOWN AS  
**KASASANATION™**

In a very short time, consumer behavior and expectations have changed. It's up to us to meet them where they are now. To help you navigate this ever-changing environment, we've turned our in-person event into a series of content releases, including details on how the Kasasa ecosystem of products continues to evolve. Bookmark this page now and don't miss a thing.

Be the first to see what awaits 

Get the loan made for today. With new marketing upgrades.

Kasasa Loans® were built to withstand the lending challenges you're facing now.

[Schedule your demo](#)

 **VIDEO**  
Evolving Kasasa Loans



 **SLIDESHARE**  
Risks in lending today



 **DEMO**  
The mobile dashboard



 **ARTICLE**  
Automatic cross-selling





 **PODCAST**  
From Take-Backs to mort...




 **SUCCESS STORY**  
Profitable growth




 **VIDEO**  
Fast facts


**05**  **Decreased branch traffic makes attracting borrowers difficult.**


FAST FACTS

 **OVERVIEW**  
Kasasa Loans details

Summary **Payments** Loan Details

 Take Back Money

 Make A Payment

 Edit Autopay

 **INFOGRAPHIC**  
Are borrowers MIA?



 **BLOG**  
Helping people in crisi...





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## Discover Kasasa Care™

an online marketplace and referral income driver.  
Generate non-interest income without lifting a finger.

[Schedule your demo](#)



VIDEO

Kasasa Care explained



KASASA CARE™



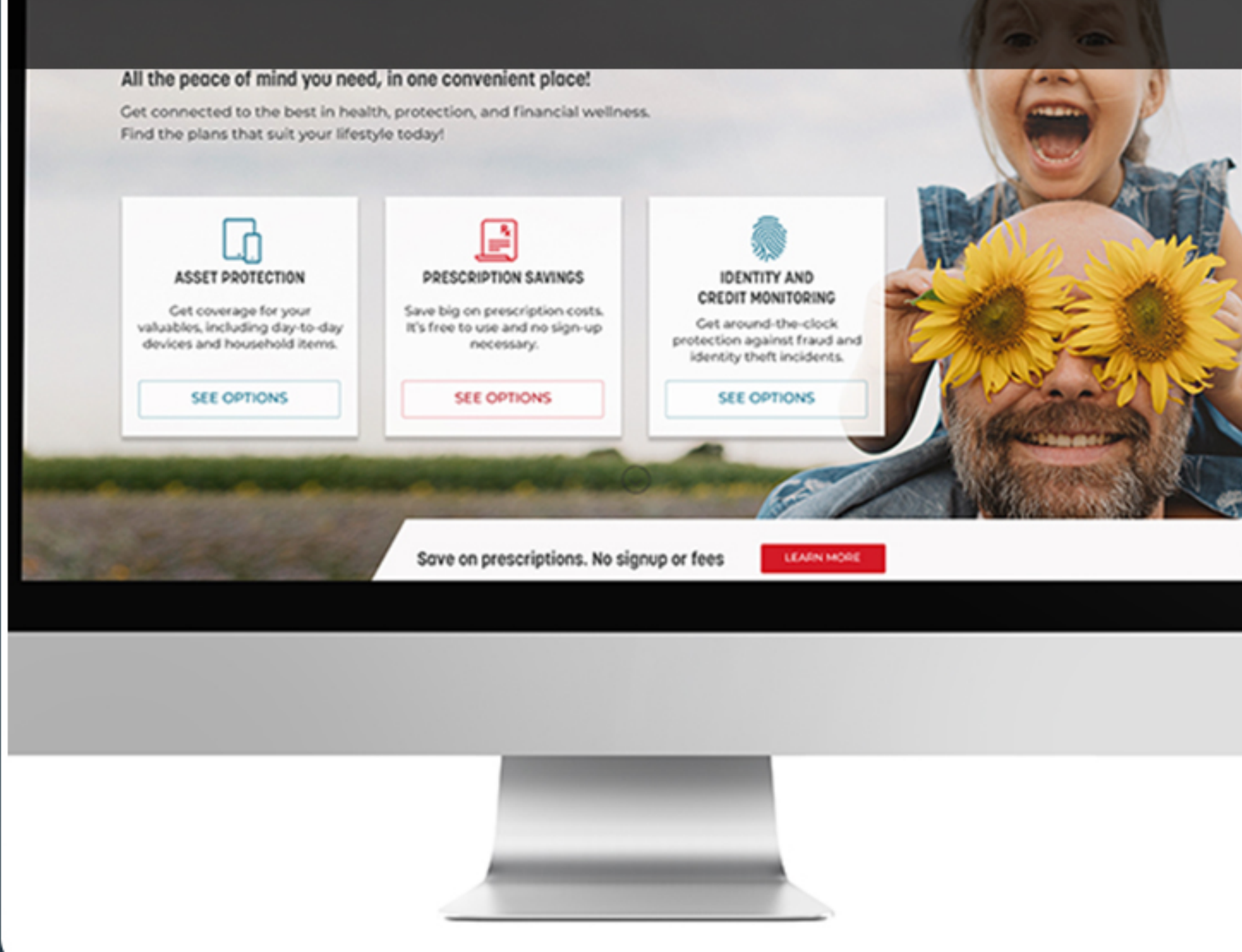
INFOGRAPHIC

See how it works



PODCAST

The future of NII



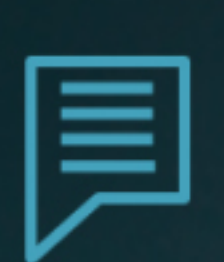
QUIZ

Your peers' POV



INFOGRAPHIC

What makes marketing?



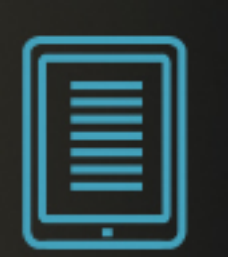
BLOG

Why value added product...



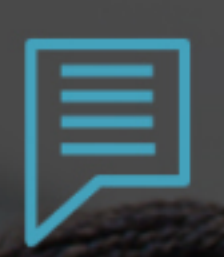
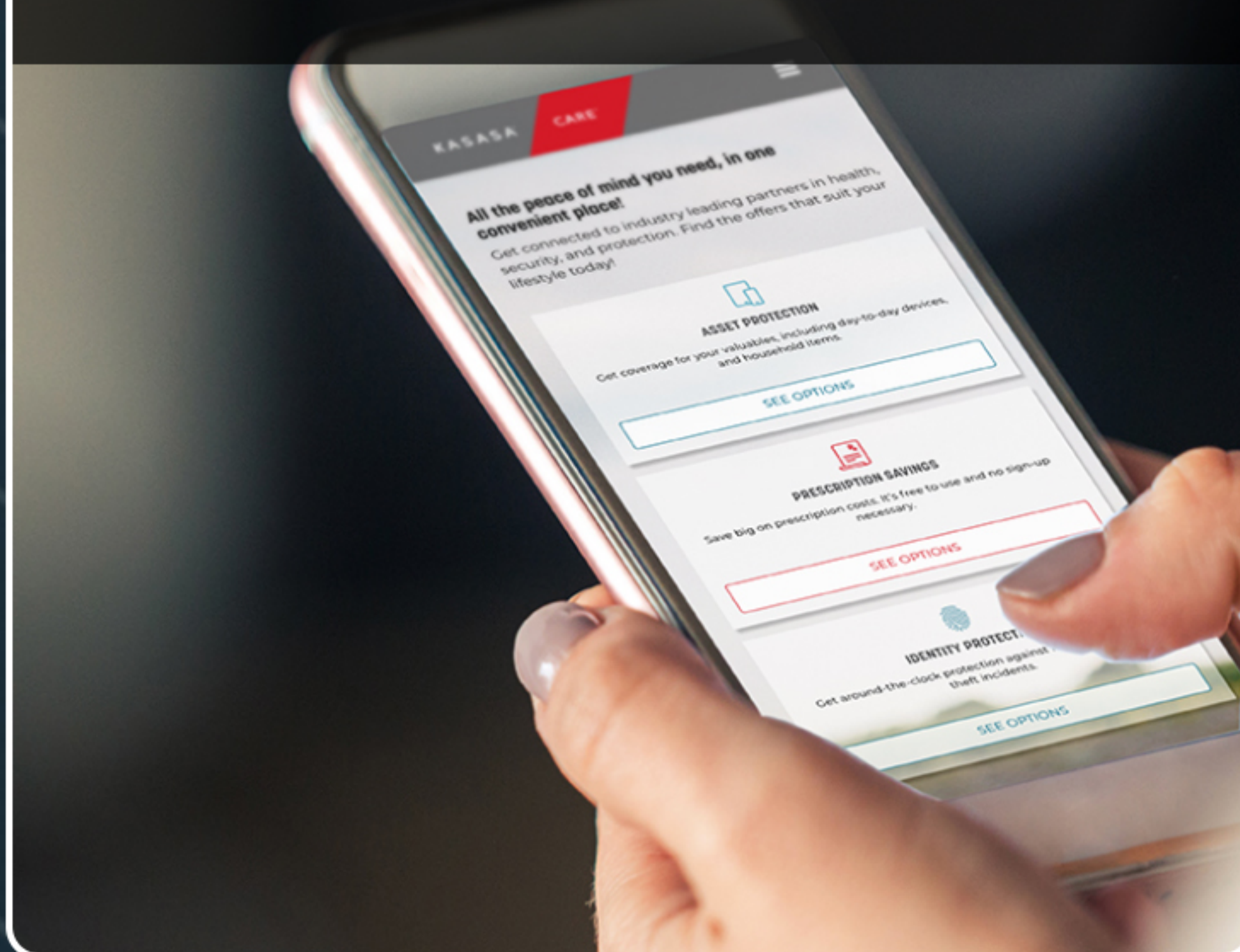
VIDEO

The Kasasa ecosystem



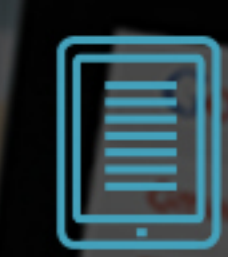
OVERVIEW

Breakdown: Kasasa Care



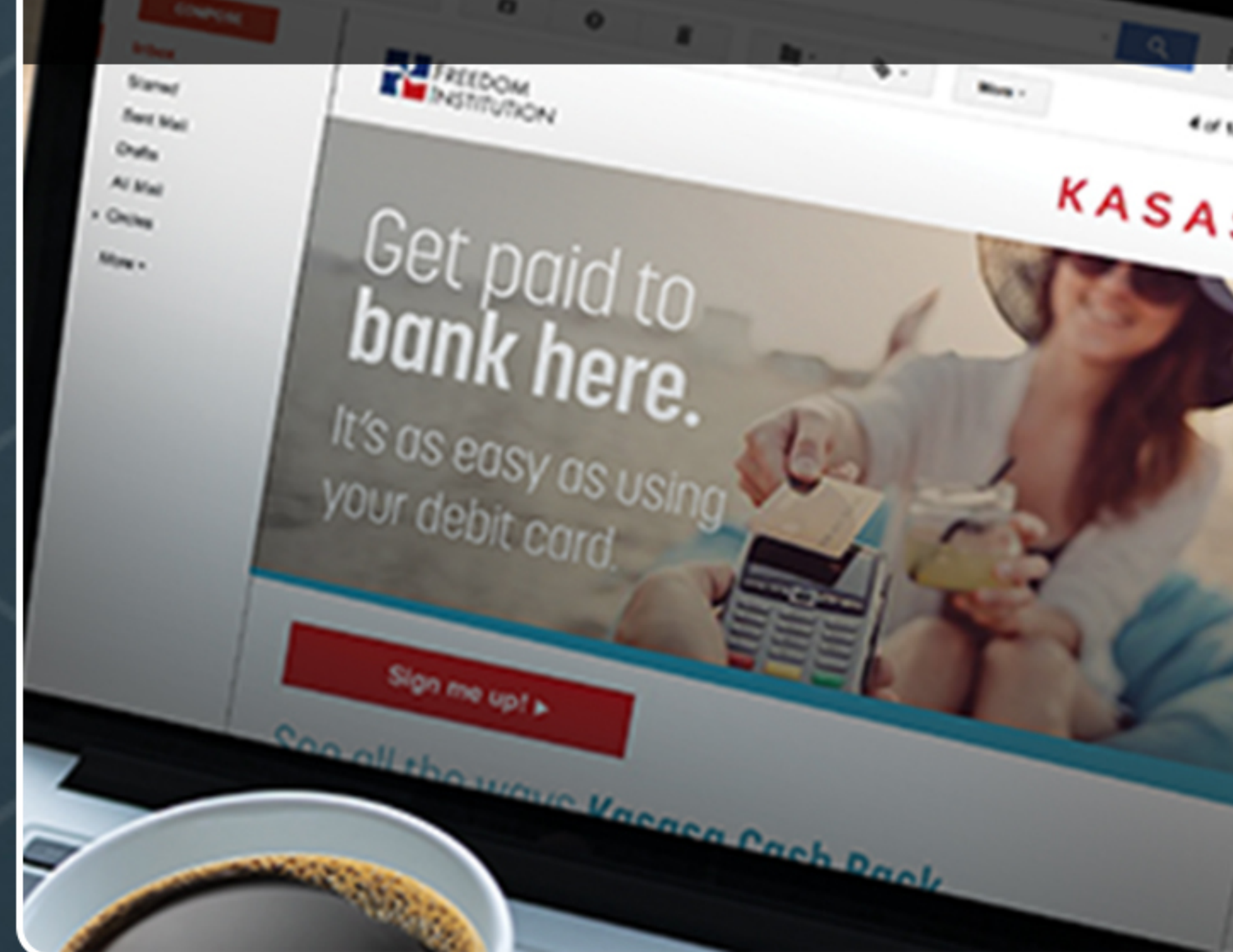
BLOG

Put your data to work



OVERVIEW

Lifecycle Marketing





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Be the first to see what awaits 

## Introducing INMO+, your digital retail magnet.

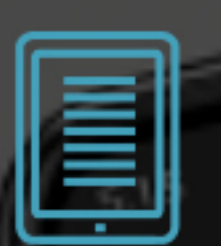
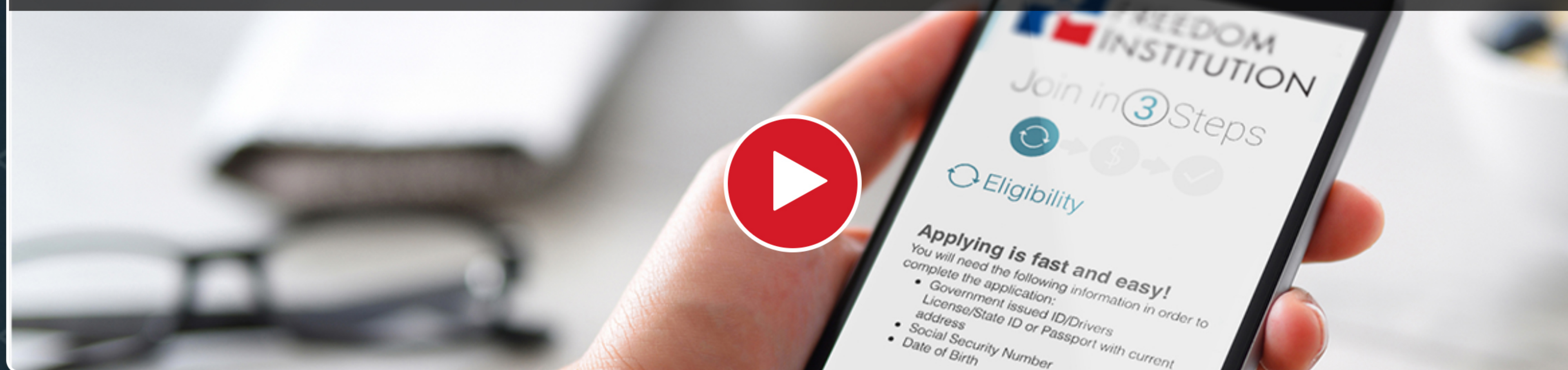
Open accounts faster, easier, anywhere.

[Schedule your demo](#)



VIDEO

Go digital and save



SLIDESHARE

See INMO+ in action



VIDEO ON DEMAND

Get to know INMO+



PODCAST

Marketing in a pandemic



BLOG

Why digital onboarding ...



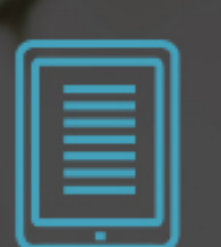
VIDEO ON DEMAND

Expert look at consumer...



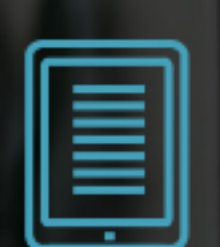
QUIZ

Test your site's muscle



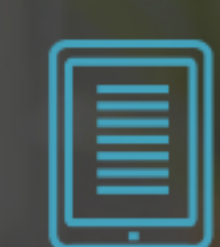
OVERVIEW

INMO+ cheat sheet



OVERVIEW

FIRSTBranch details



OVERVIEW

INMO+

