



HOUSE OF
TRAINING



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG



Luxembourg, February 7th, 2019

SHAPING THE FUTURE OF YOUR BANK

EXECUTIVE PROGRAMME: A STRATEGIC BANK MANAGEMENT REVIEW
dedicated to C-level executives, direct reports and board members

LUXEMBOURG, JUNE 03-07, 2019

Dear Madam,
Dear Sir,

Since the financial and structural crisis in 2008, so many things have changed for good. More than ever before, the transformational change and the digitalization will challenge the financial industry for the years to come. If we do not act carefully, the speed of change can very rapidly bring us from a leading position into a rather difficult dead-end. Many bankers have so many open issues and concerns that sleepless nights are part of their normal life.

With the experience from our financial centre and with close cooperation with recognised professional associations, we strongly believe to be best equipped in order to help you shape the future of your bank.

This is why the House of Training–ATTF has decided to organise the fifth edition of the Executive Programme based on five key words: **Dynamic, Interactive, Concrete, Agile, Strategic.**

As you will be able to see from the appended documentation, our agenda addresses all the central points of concern, which are today so topical and strategic, in order to assist you in facing your real issues. An ideal combination of lectures, open and panel discussions, a cyberattack simulation game, visits to financial institutions and meetings with CEOs and C-level executives make up the ingredients for a successful Executive Programme.

This edition will include, for the first time, a full day with two streams to be chosen on an optional basis:

- the first stream will address the challenges of the new distribution channels and the strategy related to retail banking.
- The second stream will allow us to open the doors to brand new customer journey with the inclusion of the latest trends in digitalization coupled with the concept of “agile” banking.

Both streams will of course include the simulation game demonstrating the key importance of cybersecurity. We invite you to make your choice and express your motivations to join a particular stream in the application form attached. We will do our best efforts in order to place you in the group chosen.



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When and where?

The Executive Programme: A Strategic Bank Management Review, supported by the Luxembourg Government, will be organized in **Luxembourg from 03 to 07 June 2019** (arrival on Saturday 01st or Sunday 02 June (before 5 pm) at your choice; departure on Saturday 08 June).



We will be able to host **18 executives** selected by the House of Training-ATTF. The selection will be based on objective criteria such as the applicants' present function as well as their professional exposure. Please note that a sound command of English is required.

Who should attend?

If you are a **C-level executive (CEO, CFO, COO, CRO, etc.)**, **direct report or a board member**, you are exactly in the scope of this Executive Programme, built just for you. Not only will the content be highly relevant for you, but it will also be a unique platform to network with peers from around the world.

We invite you to have a look at the attached documents to get more details on the topics that will be covered and the organizational set-up of this Executive Programme.



To apply for the seminar, please fill in the attached application form and send it back **by March 29th, 2019 to the House of Training-ATTF official partner in your country**. Please note that the House of Training-ATTF will consider only fully completed forms.

Selected candidates will pay a contribution fee detailed in the "Financial conditions document" attached to this invitation.

Should you need any further information on the programme, do not hesitate to get in touch with us.

We look forward to welcoming you to Luxembourg for this challenging, innovative and customized programme.

Yours sincerely,


Luciele Milani
Project Manager


Tisiana Baguet
Project Manager

Appendices: *Organisation sheet*
Provisional programme
Save the Date
Lecturers short biographies & Simulation Game information
Financial conditions
Application form

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