

Charting Your Course

Connections Client Conference 2007

Ross Bridge Golf Resort & Spa • October 2-5

Schedule of Events

Tuesday, October 2

5-7pm Registration in Presidential Suite

Wednesday, October 3

Open Buffet breakfast in Brock's Restaurant
7-8am Registration continued
8:30-10:30am Kick-off meeting
10:30-11:30am First breakout sessions
11:30-12:30pm Buffet lunch
12:30-1:30pm Second breakout sessions
1:30-2pm Coffee break
2-3pm Third breakout sessions
3-6pm Recreation time
3-6pm Connections computer lab open
6-8pm Dinner reception

Relax and unwind with friends during this plated dinner reception. Special guest speaker from Fidelity National Information Services.

Thursday, October 4

Open Buffet breakfast in Brock's Restaurant
8-9:30am Users meeting – future enhancements unveiled
9:30-11am Bank meeting
9:30-11am Credit Union meeting
11am-12:30pm Free time for lunch
12:30am-6pm Recreation time or participate in optional workshops
12:30-4pm Connections computer lab open
1:30-2:30pm Beginner marketing training
2:30-2:40 Coffee break
2:40-4pm Marketing roundtable & general session
6-10pm Cocktail party followed by Casino Night

Enjoy the evening under the stars while over-looking the award-winning Ross Bridge Golf Course, with live music, hors d'oeuvres and cocktails. At 8pm the party moves inside where all bets are on during an evening full of gaming and fun. Try your hand at black-jack, call someone's bluff at the poker table, or test your luck on the slot machines. As the night winds down, join the auction where lucky gamers can bid for prizes small & large.

Friday, October 5

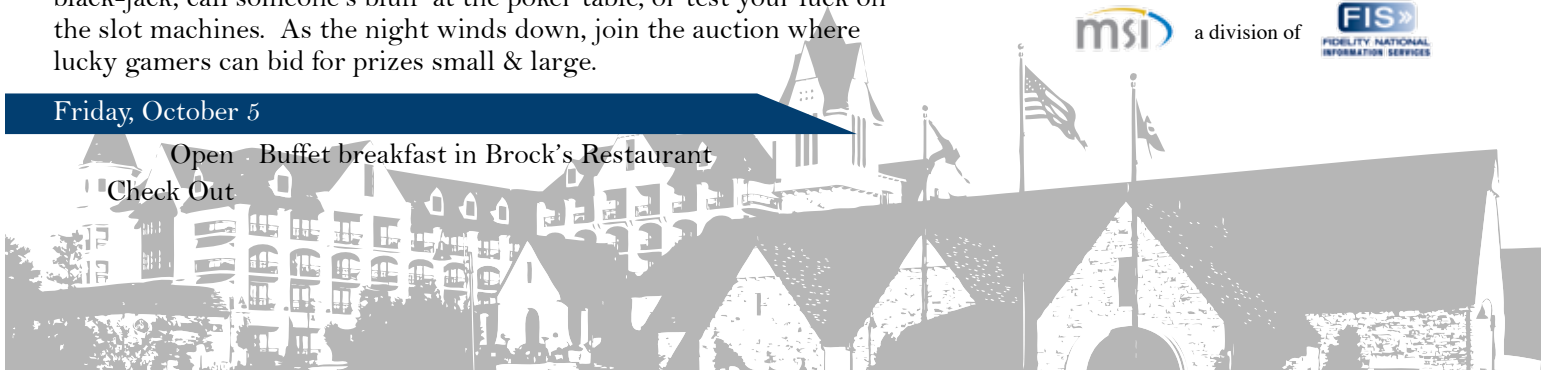
Open Buffet breakfast in Brock's Restaurant
Check Out



Note: This information reflects our program at time of distribution however MSI reserves the right to modify topics prior to the conference.

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Breakout Sessions (choose 3)

Best Tool For Prospect Tracking

Recommendations, referrals and Log-A-Call, this breakout session will discuss how to set up prospect tracking within Connections and how to effectively utilize the data that is generated in prospect tracking reports.

Increasing Your Growth Potential - Putting Connections into Action

Dive into the ideas and theories from the best-selling book Leading for Growth by Ray Davis from Umpqua Bank, based in Oregon. This session will share cutting edge ideas, leadership skills and how these ideas apply to your institution. Learn how to foster long-lasting relationships with your accountholders and shift from a sales-oriented to a customer focused approach, as well as suggest new services to benefit the customer/member.

Open Forum Discussion with MSI Innovators

If you have ever wondered, "how do other institutions utilize Connections" this is the session for you! Real users of Connections will share their success stories and the inventive ways that they use tools within Connections. Be ready to engage MSI staff and other users of Connections with discussion and questions.

Profitability & Pricing Modules

Making the most of your profitability reports and pricing module to move your institution to the next level. Review key concepts when updating your work sessions in order to maintain up-to-date information.

Relay Report Writer

Organize your data so that you get the most out of all the information collected on your customers/members. Learn time saving tips and see what reports other institutions have created in order to measure their growth and employee performance.

Advanced Marketing Training

Advanced Marketing will consist of discussing new enhancements and services available. We will also observe the most successful promotions and best practices over the past year.

Workshops

Beginner Marketing Training

Get started using Connections with an enhanced knowledge of the fundamentals including, software navigation, setting up a promotion and measuring promotional results. Learn how Connections can improve all marketing promotions big or small.

Marketing Roundtable & General Session

Connections Computer lab

Individual training on relay report writer, Connections' custom options, admin functions and more...



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