

The Invisible Bank 2014:  
Towards the New Everyday Bank  
May 28<sup>th</sup> 2014, Magna Pars Hotel

High performance. Delivered.



# Agenda

2:00 - 2:30 **Registration**

2:30 - 2:40 **Welcome** - Ambrogio Terrizzano, Managing Director,  
**Accenture Digital**

2:40 - 3:00 **The Everyday Bank** - Piercarlo Gera, Global Managing  
Director FS Distribution & Marketing Services and Global  
Managing Director Banking Strategy, **Accenture**

3:00 - 4:45 **Digital Ecosystem and New Profit Pools**

Deniz Güven, Senior Vice President, Digital Channels,  
**Garanti Bank, Turkey**

José M. Seppe Villa, Head of Digital Channel, **BBVA, Spain**

Giovanni Ciarlariello, Business Unit Director, **Google, Italy**

**Q&A Session**

4:45 - 5:10 **Coffee Break**

5:10 - 5:30 **Video Presentation**  
Michal Panowicz, Managing Director, Marketing  
& Business Development, **mBank, Poland**

5:30 - 6:45 **Digital Intimacy and Customer Experience  
in the Ecosystem**

Jin Zwicky, Vice President, Experience Design,  
**OCBC Bank, Singapore**

Mark Curtis, CCO, **Fjord**

**Q&A Session**

6:45 - 7:00 **Closing** - Ambrogio Terrizzano, Managing Director,  
**Accenture Digital**

7:00 **Light Dinner**

Event moderated by Philippe Van Fraechem, Country Manager, **Efma**

Copyright © 2014 Accenture  
All rights reserved.

Accenture, its logo, and  
High Performance Delivered are  
trademarks of Accenture.