



DIGITAL PRIVATE BANKING

IBF Standards – Relationship Management – Private Banking (Level 2)

5 JUN / 7 DEC 2020 | 2PM - 6PM | 4 IBF-STTS TRAINING HOURS

This course focuses on how the use of new technologies, in particular artificial intelligence (AI), is changing the private banking and wealth management industry. We will start by having an overview of how the industry has evolved as more technology is deployed in the areas of financial advisory and client engagement. We will then elaborate on the new areas of competition the industry faces and suggests ways on how the RM be prepared and use the latest technologies to compete effectively. Next the course will give you an introduction to the latest technologies that are being deployed in the industry including robo-advisory, blockchain, and machine learning technologies. By using tools like robo-advisory, AI-based client profiling for better engagement and risk management, sophisticated KYC back-end systems, RMs will become more efficient in their use of their time and focus on the relationship building process.

TARGET AUDIENCE

- Relationship managers and senior relationship managers in private banks
- Covered Person under the Private Banking Code of Conduct (including Assistant RMs, Investment Advisors, Client Advisors, Investment
- Consultants, Investment Specialists, and Client-Facing Product Specialists and all other client facing staff financial advisory and wealth management services to HNW client) are encouraged to follow these standards

PRE-REQUISITE(S)

- Completed IBF Standards Wealth Management Private Banking Level 1 OR
- Minimum 3 years of relevant working experience in private banking

LEARNING OUTCOMES

- Understand competitors in digital banking and wealth management space
- Awareness of how artificial intelligence works (eg. robo-advisory / automated investment strategies / program trading algorithms)
- Understand how to utilise and integrate robo-advisory into investment advisory process
- Understand how digital technology can be leveraged to improve RM efficiency including
 - KYC process and determining client suitability
 - Client engagement eg. using automatic triggers and/or digital aggregation of news in providing updates to HNW clients

COURSE OUTLINE

Overview of the changing banking and wealth management landscape

- Challenges faced by the industry
- Industry response to the challenges
- How technology help to address challenges

A brief introduction to artificial intelligence and other technologies

- What are artificial intelligence, robo-advisors, machine learning, etc
- Evolution of the technology over the decades
- Areas where AI is already being deployed successfully
- Which areas it will be deployed in the industry
- Other technologies impacting industry: Machine Learning/ Blockchain/ Robotic Process Automation, etc.

Integrating AI technology in the investment advisory process

- Deploying technologies in needs analysis, asset allocation and portfolio management, monitoring / rebalancing in real-time, investment strategies, securities selection, market timing
- The impact on RMs daily routine and enhanced effectiveness
- How RMs can prepare for changes

The Impact of Technology on Banks, RMs, and clients

- Enhancing Client Prospecting
 - Challenges of prospecting for clients
 - Evolution of client prospecting with technology
- KYC Process
 - -Challenges of conducting KYC
 - -How KYC will evolve over time with technology
- Client Engagement
 - Challenges of client engagement
 - Enhancing client engagement with technology
- How RMs can leverage technology to increase productivity and efficiency

Summary

Key takeaways

Assessment



IBF STANDARDS

This course is designed to meet the following competencies in IBF STANDARDS.



This programme has been accredited by The Institute of Banking and Finance (IBF) under the IBF Standards.

Industry Segment	: Wealth Management
Job Specialisation	: Relationship Management – Private Banking
Level	: 2
Competency Units (CU)	: CU17 Digital Skills : Digital Private Banking

Understand how digital development and disruption is transforming private banking and how RMs can leverage digital to stay relevant and become more effective.

IBF-ST5

This programme has been accredited under the IBF Standards, and is eligible for funding under the IBF Standards Training Scheme (IBF-ST5), subject to all eligibility criteria being met. Candidates are advised to assess the suitability of the programme and its relevance to participants' business activities or job roles.

Find out more on www.ibf.org.sg

ABOUT THE IBF STANDARDS

The IBF Standards are a set of competency standards for financial skills. These Standards are developed in partnership with industry leaders and provide a professional development and skills roadmap for financial sector practitioners to excel in their respective job roles. They currently cover 12 industry segments in the financial sector.

ABOUT THE INSTITUTE OF BANKING AND FINANCE SINGAPORE

The Institute of Banking and Finance Singapore (IBF) is the national accreditation and certification agency for financial industry competency in Singapore under the IBF Standards. Find out more on www.ibf.org.sg

ABOUT SALMON THRUST

Founded in 2004, Salmon Thrust is committed to delivering real-world banking and financial training to professionals working in banks, corporates, government agencies, and other financial institutions.

Based in Singapore, we offer our clients in the region a broad range of up-to-date financial topics, delivered via classroom training and e-learning. Our courses range from foundational programmes for new entrants, right through to the most complex and current topics in the industry.

At Salmon Thrust, we are attentive to our clients' diverse learning needs. We identify relevant courses to bridge the learning and skill gaps, empowering our clients to make better decisions and bring real value to both their customers and organisations.

65 Chulia Street OCBC Centre Level 46 Singapore 049513 | T (65) 6323 0768 E email@salmonthrust.com

REGISTRATION FORM

Digital Private Banking

5 June 2020

7 December 2020

Course Fees (Only 1 discount scheme is applicable at one time)

\$585 (10% Early bird discount - For registrations before 5 May/7 Nov)

\$650 (Regular price - For registrations after 5 May/7 Nov)

Delegates Information

Name: (as in NRIC or Work Pass)

Department:

Job Title:

Phone: Handphone:

Email:

Gender: Male Female Years of working experience in Private Banking:

Residential Status: Singaporean Permanent Resident Foreigner

Based on your birth year, are you 40 years old and above?: Yes No

Company and Invoicing Information

Organization Name:

Office Address:

Invoice attention to:

Job Title:

Phone: Email:

Approving Manager Information

Name:

Department:

Job Title:

Phone: Handphone:

Email:

*Authorizing Signature

Name of Authorized Person

Training Venue

All our courses are held online via the Zoom Video Conferencing tool. Instructions on using the tool will be emailed to you before the course date.

Terms and Conditions

1. If the delegate is unable to attend, a substitute delegate is welcome at no extra charge.
2. Salmon Thrust does not provide refunds for cancellations. Invoiced sums are payable in full within 30 days of the invoice date.
3. Salmon Thrust will provide full course documentation to a delegate who has paid but is unable to attend.
4. Salmon Thrust reserves the right to change the date, time and trainer due to factors outside of its control.
5. Salmon Thrust is not responsible for any loss or damage as a result of a alteration, postponement or cancellation of a course under any circumstances.

Payment Method

For Crossed Cheques or Bank Drafts, kindly make payable to Salmon Thrust Pte Ltd and indicate your invoice number in your payment.

For Telegraphic Transfers, please make payment to the following:

Account Number

501-747323-001

Account Name

Salmon Thrust Pte Ltd

Bank Address

65 Chulia Street, #01-01 OCBC Centre Singapore 049513

Bank Code

7339

Swift Code

OCBCSGSG

COURSE FEES EXCLUDES GST

*Mandatory