



## FOR IMMEDIATE RELEASE

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### **BankersHub to Live stream Betty Cowell Session at the Retail Deposit Optimization and Strategic Management Conference**

**Madison, WI – November 19, 2013** – Business conference magnate, [GFMI marcusevans](#), has selected online financial services educator [BankersHub](#) to live stream from their [Retail Deposit Optimization and Strategic Management Conference](#) in New York City, December 5-6, 2013.

“Live streaming is a great way to connect with professionals who can't join us onsite by providing them with both an audio and visual connection to that event. We are delighted to have BankersHub host this session from our New York venue,” says Marcus Evans Marketing & PR Coordinator Tyler Kelch.

BankersHub will live stream “Driving Deposit Growth” session at 10:00 am (EST) on December 5, 2013. This session is presented by Betty Cowell, Managing Partner for Retail Financial Services Performance Consulting. Cowell will leverage 30 years of banking experience with banks including Bank South, Wachovia and Whitney Bank to present how financial institutions can achieve, manage, and sustain their deposit growth.

“Deposit growth is more important than ever for banks and credit unions of all sizes in today's fast-paced, competitive environment,” states Cowell. “You need a bag of tricks to create sustainable and repeatable growth in this area and that’s what I will provide in this presentation. Today’s financial institutions need to focus on the top priorities to successfully grow and retain their core deposits.”

In a recent interview, Cowell identified six strategic areas on which retail banks must do a better job focusing to sustain desired deposit growth:

- Account opening and customer on-boarding

- Proactive customer relationship development
- New product launches
- Special pricing and promotions
- Employee engagement
- Network management

“We are very pleased to be live streaming Betty Cowell’s session on driving deposit growth,” states Michael Beird, BankersHub co-founder and Managing Director of Financial Services. “Bankers are taking a much closer look at deposit growth and retention than they were two or three years ago and we feel that distributing her message on this important topic live to those individuals who could not attend this conference will benefit the industry. Betty’s experience in this area is second to none and we look forward to helping deliver her message to an expanded audience.”

To register for the live stream of Cowell’s session, visit: “[Achieving, Managing, and Sustaining Successful Deposit Growth](#)” on BankersHub.

#### **About BankersHub**

BankersHub was founded in 2012 by two financial services professionals, Michael Beird and Erin Handel, dedicated to educating and informing banks, credit unions, solution providers and consultants in the U.S. and around the globe. BankersHub delivers best practices, research insights, opinions, economic trends and consumer views through online web education, virtual events and conferences, live streaming activities, custom training and content development. For more information, visit: [www.bankershub.net](http://www.bankershub.net)

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