



COMMUNITY BANKERS ASSOCIATION OF ILLINOIS

Webinar – On-Demand Web Link

Debit Cards 101

Wednesday, April 21, 2021

2 - 3:30 p.m.

Processor, network, issuer, acquirer and PAN are among the multitude of terms and acronyms used in the card payments industry. Who, or what, are they? What role does each organization play in the payment system?

To a consumer a card transaction simply works – and very quickly! But how? Pull back the curtain and look at the entities involved in a transaction, learn the critical part each one plays, and discover why so many payment options exist today.

HIGHLIGHTS

- Differentiate between single and dual message transactions
- Understand the roles of key players
- Analyze your debit card revenue by brand and transaction type
- Compare your debit card data to industry norms
- Evaluate the pros and cons of consumer payment options available today

TAKE-AWAY TOOLKIT

- Spreadsheet to easily track revenue and expenses for your debit card program
- List of industry resources to help you stay up to date
- Employee training log
- Interactive quiz

DON'T MISS THESE RELATED WEBINARS!

Reg E Investigation & Requirements for Debit Card Error Resolution on Thursday, October 21, 2021

Mastercard Debit Card Chargebacks on Tuesday, November 2, 2021

Visa Debit Card Chargebacks on Thursday, December 9, 2021

Attendance verification for CE credits provided upon request.

WHO SHOULD ATTEND?

This interesting webinar is designed for staff who manage the day-to-day operations for debit card issuers. It's also ideal for anyone who wants an in-depth view into the billions of transactions consumers take for granted every day.

ABOUT THE PRESENTER

Diana Kern began her career with SHAZAM in 1995 and earned the Accredited ACH Professional (AAP) designation in 1998. Her broad experience helps her comprehend a financial institution's inner workings, apply her vast knowledge of the payments industry, and train payment participants on products and services related to the card payments system, the ACH network, and EFT compliance.

Kern helps clients navigate the ever-changing world of EFT services by providing a detail-oriented focus when explaining individual concepts and specifics. As a speaker, audiences welcome Kern's insights on payments trends and emerging payments. A self-described payments nerd, Kern's enthusiasm for all things payments results in high-energy presentations.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

The live webinar allows you to have up to three audio and Internet connections to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session is approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts are emailed to you prior to the broadcast. You need the most-current version of Adobe Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK**

Can't attend the live webinar? The ON-DEMAND WEB LINK** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within two business days following the webinar, you are provided with a web link that can be viewed anytime for the next six months. This link expires six months after the live program date.

3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK**

Options 1 and 2 described above.

NEW! Listen to the on-demand web link on your iPad, iPhone, Android. Instructions will be emailed to you with the on-demand link.

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AFFORDABLE TRAINING, WHEN AND WHERE YOU CHOOSE

REGISTRATION FORM

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Choose Your Training Option:

Purchase (Check one)	Training Options <i>(Registration includes hookups in up to three locations)</i>	CBAI Member	Prospective-Member*
	Live Webinar	\$275	\$475
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	Special Pricing for Live Webinar & On-Demand Link	\$375	\$575

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