

e-Credit Card Strategy Workshop Agenda

Hosted by Ed Swanson, CLE



MORNING SESSION: 9:00am - 12:00pm - AFTERNOON SESSION: 1:00pm - 3:30pm
All sessions will be held in Central Standard Time

During this one-day e-course, Ed will show you how to optimize card portfolio growth, learning the strategies to make credit cards a top revenue source for your credit union. He will share best practices as it relates to fees, rates, and product features to confidently manage your credit card portfolio.

Wednesday, December 1, 2021

9am - 12pm CST:

- Industry updates
- What's in your member's wallet?
- Credit card features
- Traits of a successful credit card program
- Incentives to reward employees

1pm - 3:30pm CST:

- Marketing tips
- Card portfolio management
- Selling your portfolio
- Risk Evaluations
- Underwriting guidelines and limits
 - Review loan examples
- Wrap up and adjourn

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