

AGENDA - THE DEPOSIT CONFERENCE 2025

Wednesday, September 10th

10:00 a.m. - 10:05 a.m.

Welcome

Erik Bagwell, SouthState Bank
Maureen McKenna, S&P Global Market Intelligence

10:05 a.m. - 10:30 a.m.

The Elements of Deposit Performance

Chris Nichols, SouthState Bank

10:30 a.m. - 11:15 a.m.

The State of the Deposit Market

Nathan Stovall, S&P Global Market Intelligence

11:15 a.m. - 12:00 p.m.

Tips from the Top Deposit Franchises

Panel Discussion of Bankers

12:00 p.m. - 1:30 p.m.

Lunch + Roundtable Deposit Discussion

1:30 p.m. - 2:30 p.m.

Using Analytics to Optimize Deposit Performance

2:30 p.m. - 3:15 p.m.

Deposit Marketing for Performance

3:15 p.m. - 3:30 p.m.

Break

3:30 p.m. - 4:00 p.m.

Branding Through Deposit Storytelling – Crafting a Brand Story for Your Franchise

4:00 p.m. - 5:00 p.m.

S&P Global Market Intelligence Deposit Rankings Awards

5:00 p.m. - 5:30 p.m.

Break

5:30 p.m. - 6:30 p.m.

Cocktail Hour

6:30 p.m.

Dinner + Featured Speaker (TBA)

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Thursday, September 11th

7:00 a.m. - 8:00 a.m.

Breakfast

8:00 a.m. - 9:00 a.m.

Regulatory and Liquidity Considerations

9:00 a.m. - 10:00 a.m.

Deposit Efficiency

10:00 a.m. - 11:00 a.m.

Tech and Treasury Management

11:30 a.m. - 12:00 p.m.

Closing Remarks

12:00 p.m.

Adjourn