

Key Workshop Components

► Starting a Retail Wealth Management Program

- Understanding the fundamentals of wealth management
- Identifying target clientele
- Developing service offerings
- Selecting a broker-dealer/RIA partner
- Setting up operational processes

► Evaluating Existing Wealth Management Programs

- Analyzing program performance metrics
- Assessing the quality of services offered
- Compliance and regulatory considerations

► Incorporating into Bank Operations

- Collaborating with other departments
- Aligning with overall bank strategy
- Training staff across departments

► Optimization Strategies

- Best practices in fee-based planning
- Leveraging technology and tools
- Continuous improvement processes
- Business planning
- Customer segmentation and journey mapping
- Board reporting
- Case studies and success stories

Who Should Attend?

This series is targeted to financial advisors and bank leadership. For banks who have a current wealth management program that want to be more competitive or banks interested in learning more about starting their own program.



Program Overview

While traditionally much emphasis has been placed on growing non-interest income as rational to have a retail wealth management program, it has now grown even more important in deposit defense. Many investment firms have entered into partnerships with large banks to offer co-branded deposit products, directly competing with community and regional banks. Gone are the days when having an investment advisor selling mutual funds and annuities can keep your bank competitive as our community members are seeking advice-driven financial planning solutions.

This wealth management workshop will help bank leadership understand the basics of how to start a program, evaluate an existing program, build a strategy of cross-department collaboration, advanced marketing and customer segmentation strategies, and implement best practices. We will also discuss integrating financial planning programs with trust departments for a collaborative wealth management offering and how a collaborative culture can also strengthen relationships with small business owners.



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Building a Competitive Retail Wealth Management Program Workshop

February 11, 2026

9:00 AM – 4:00 PM EST
Hybrid Training



Registration

Name

Informal Name for Badge

Bank/Firm

Address

City/State/Zip

Phone

Email

PAYMENT INFORMATION

Total payable to the IBA Foundation, Inc.

Please circle one:

VISA MasterCard AMEX

Cardholder Name

Card Number

CVV

Exp. Date

Facilitator

Anne Schutt is the Vice President of Business Development at Midwestern Securities, a boutique broker-dealer owned by financial advisors and bankers. With over 25 years of experience in sales, training, and leadership, Anne helps community financial institutions modernize and grow their investment programs to stay competitive and client-focused. Her cross-industry background spans healthcare, finance, and marketing, bringing a dynamic perspective to her work. She is a regular speaker at industry conferences and a published author in multiple trade association publications.



Location



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Contact

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Agenda

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| 8:30 a.m. | Registration & Breakfast |
| 9:00 a.m. | Program Begins |
| 12:00 p.m. | Lunch |
| 4:00 p.m. | Program Adjourns |

All times in EST

Fees

IBA Members

\$295 - First attendee

\$245 - Second attendee from the same institution

Participation in IBA programs is limited to members, associate members and non-members from an eligible membership category at applicable member or non-member rates. 100% surcharge applied to non-members.

Within three or more business days prior to the day of an educational program, no cancellation charge will be assessed. Within two days prior, 50% of the fee is assessed. Refunds are not provided for cancellations or absences on the day of the program. Substitutions are welcome at any time.