

International Cash Management Workshop

A two-day program for banks with follow-up coaching sessions to help participants apply their knowledge



How banks can support their clients in optimizing cash flow whilst managing risks

This intensive *two-day* workshop aims to give transaction bankers a better understanding of client requirements and how the bank can fulfil those needs. Making frequent use of case studies and real-world experience, the course will equip delegates to build better relations with cash management clients through an insight into the issues they face.

Themes of the workshop

The workshop focuses on International Cash Management needs from a client perspective. We will start with a look at a customer's treasury and cash management organization and what it tells us about its policy, organization, reporting requirements and the use of instruments.

During the two days we will go on to examine international cash management from a corporate perspective and analyse how bank products and services can help. We'll ask our delegates to take off their 'banker's hats' and understand cash management from the other side of the fence.

Program Outline

What are the main activities of treasury and how do they relate to cash management and the working capital of the corporation? How is the treasury and cash management function embedded in the corporate organisation? Why do banks offer cash management services?

A deeper dive into the cash management functions of a corporate treasury by using the following themes:

See the Cash Control the Cash Optimize the cash

How should banks behave to best serve clients in cash management? On the last afternoon the group will work on a larger case to apply their newly gained knowledge to structure a cash management solution for a client.

Participants

This workshop is suitable for all commercial bankers, including Relationship Bankers, Trade and Cash Management Sales teams and supporting staff and client services.

Course Tutor:

Joost Bergen has 15+ years' experience in international corporate treasury and cash management and International Transaction Banking. As a banker (with ABN AMRO), a consultant and as an interim cash manager he has worked for many multi-national corporations to structure cash management and helped select cash management banks in RFP processes. His experience provides him a thorough understanding of corporate Treasury and Cash Management needs and expectations towards the (transaction) banking community. Joost is the co-author of *International Cash Management* and is a lecturer of the Amsterdam Business School.

For more details or to book this course for your team, contact **Diana Henderson** on +44 7770 404801, e-mail dianah@transactionbankingacademy.com or visit www.transactionbankingacademy.com