

## 2012 Turningpoint Communications Treasury Management University Course Offerings\*\*\*\*

Course Number	Title	Sessions per year	Course Length	Location	2012 Dates* (unless otherwise specified)	In Conjunction with **	Cost***
<b>Treasury Mngmt 201</b>	Selling Treasury Management Solutions. Moving from Sales Person to Trusted Advisor	6	Two Days	Atlanta, GA Pittsburgh, PA Dallas, TX St. Paul, MN Chicago, IL San Francisco, CA Boston, MA	January 26 -27 February 7-8 March 28-29 April 25-26 June 4-5 October 16-17 December 4-5	N/A N/A TEXPO Conference 3/25 -27 MTMA Conference 4/24 Windy City 6/6-6/7 S.F. Treasury Sympos 10/18 N/A	\$1500 pp.
<b>Treasury Mngmt 301</b>	Selling a Value Proposition and Positioning Yourself for Long-Term Sales Success	2	One Day	Atlanta, GA Boston, MA	January 25 November 29	N/A N/A	\$800 pp
<b>Treasury Mngmt 401</b>	Produce 15% more! Treasury Management Sales Best Practices for Those Who Already Know! Advanced Sales Training for the Most Seasoned and Successful Sales Officers	4	One Day	Pittsburgh, PA Dallas, TX Atlanta, GA Chicago, IL	March 6 March 30 April 17 June 8	N/A TEXPO Conference 3/25 -27 Windy City 6/6-7	\$800 pp.
<b>Treasury Mngmt 501</b>	Community Banks competing and winning market share by investing in Treasury Management: Utilizing best practices, hiring and educating seasoned professionals, building a pervasive sales culture, and implementing technology	2	One Day	Pittsburgh, PA Boston, MA	April 3 June 12	N/A N/A	\$800 pp.
<b>Treasury Mngmt 601</b>	Get Yourself Published and Presenting! Treasury Management Thought Leadership for Promoting Your Company and Yourself	2	Half Day	Boston, MA Atlanta, GA	May 15 October 3	TMANE Conference 5/16-18 N/A	\$500 pp.
<b>Treasury Mngmt 701</b>	Maximizing the Relationship Manager / Treasury Management Sales Officer Relationship: Delivering More than Comprehensive Bank Solutions to your Client	4	One Day	Chicago, IL Boston, MA Pittsburgh, PA San Francisco, CA	January 11 June 11 September 25 October 18	N/A N/A N/A N/A	\$800 pp.
<b>Treasury Mnmgt 801</b>	Maximizing Your Banking Relationships. What Bankers Don't Want You To Know	2	One Day	Chicago, IL Boston, MA Atlanta, GA San Francisco, CA	Dates TBD	N/A	\$800 pp.
<b>Treasury Mnmgt 901</b>	Account Analysis: Your Best Defense is a Good Offense: Take a fresh look at Treasury Management providers / solutions in low rate environments.	2	Half Day	Chicago, IL Boston, MA Atlanta, GA San Francisco, CA	Dates TBD	N/A	\$500 pp.

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<b>Social Media 101</b>	LinkedIn 101: Get Your LinkedIn House in Order	5	One Day	Dallas, TX Chicago, IL Atlanta, GA Boston, MA Los Angeles, CA	January 4 January 12 February 29 March 8 April 10	N/A N/A N/A N/A N/A	\$800 pp.
<b>Social Media 201</b>	Make or Break Your Career with Social Media	5	Half Day	Boston, MA Atlanta, GA Chicago, IL Dallas, TX Los Angeles, CA	Dec. 7, 2011 January 24 February 13 March 22 April 11	N/A N/A N/A N/A N/A	\$500 pp.
<b>Social Media 301</b>	LinkedIn for Senior and Executive Managers: Stand Up and Stand Out	6	One Day	Boston, MA Chicago, IL Atlanta, GA Memphis, TN Dallas, TX Los Angeles, CA	Dec. 13, 2011 January 6 February 2 March 13 April 6 May 4	N/A N/A N/A N/A N/A N/A	\$1000 pp.
<b>Social Media 401</b>	Aligning your Organization for Social Media Success: Management, HR, Legal, Marketing, Technology, Measurement, Support, and other considerations.	As contract ed	One Day	Onsite	Mutually agreeable	N/A	\$10000 flat fee

\* Classes must have at least 8 attendees registered and confirmed one month prior to the class date for the course to run. Dates and venues subject to change. Please do not wait until the last minute to register.

\*\* Turningpoint Communications is not affiliated with any of the regional treasury management associations listed.

\*\*\* Special group registration rates (if 3 or more from one institution) apply.

\*\*\*\* Customized courses and individual instruction available. Rates available upon request.

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