



## **Free Webinar: Creating New Opportunity in a Tumultuous Economy – Loyalty Marketing to the Underbanked**

**Event On:** 12/16/2008 01:00 PM - 02:00 PM EST

**Location:** Online webinar

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<http://www.the-dma.org/seminars/loyaltyweb/20081216.shtml>

No one is feeling the pain of the current economic conditions quite like financial services companies, forcing them to abandon their pursuits of traditional banking relationships with consumers and stretch their boundaries. These companies are looking for ways to create new relationships– and capture potential value - with the underbanked segment.

New technologies, marketing strategies and redefined demographics have created new opportunities to understand the needs of the underbanked consumer and deliver on the promise of value, say COLLOQUY financial experts Colleen Becker and Ken Kuschei. Using the premise of COLLOQUY's Relationship Chain, Becker and Kuschei have uncovered some of the core elements needed to service these customers effectively and ultimately defined what the pathway to a profitable strategy might look like.

In a free webinar to be hosted December 16, 2008 at 1:00 PM EST, Becker and Kuschei will cover a basic overview of the underbanked segment and provide a handful of real world examples of how companies are using successful strategies to the underbanked. They will arm you with a better understanding of how to capture the potential value that exists with this underserved group of consumers. For more information or to register, visit <http://www.the-dma.org/seminars/loyaltyweb/20081216.shtml>

### **ABOUT COLLOQUY**

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, COLLOQUY®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM the most comprehensive loyalty web site in the world, COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 25,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. COLLOQUY magazine subscriptions are available at no cost to qualified persons at [www.colloquy.com](http://www.colloquy.com) or by calling 513.248.9184.