

**.MONEY
20/20**

FROM CONFUSION TO CONFIDENCE:

**Designing a Winning Experience
and Marketing Strategy**

Events have NEVER been more important

The data shows that in-person events remain the most trusted channel for product discovery and sales.

“Face-to-face events are today’s public square. As uncertainty grows along with the challenges of AI and disinformation, gathering together and having conversations in person fosters trust,” said Ken Holsinger, Freeman’s senior vice president of strategy.

- Skift, April 23, 2025

CHALLENGE: There is NO Event Playbook

From “Nice to Attend Events” to “Need to Attend”

Only the VALUABLE will survive.

With tighter budgets, less staff, and limited time, the bar for attendance is rising. “If your event isn’t a must-go, it’s a no-go,” the report states.

More than half of respondents plan to attend just two or three events in 2025. Those planning to attend more than six events have been cut in half.

“You really need to focus on being the best event in your category in this environment,” said Holsinger.

- Skift, April 23, 2025

If I were a doctor, I would be prescribing Money20/20 US: it never fails to lift the spirits, energize, and inspire with all the exciting developments in the world of #payments, #banking, and #fintechs.



Being on site...this is a case study on how to do events different and better.



Unique offerings, experiential setups and interactions, multiple areas with specific and intentional purpose, and that's what I've learned before 9am!

REINVENT

Congratulations...you are a product marketer.

The 3 Critical Questions

What are the new problems our customers need help solving?

What is the amount and type of content they need to do so?

How do we create an experience that's worth investing and indulging in?

REPOSITION

A process for execution excellence.

The Data Driven Process

What are the goals of your event? Develop your north star.

What is your feedback loop? Research and customer feedback.

Do you have a data process for pattern matching? Analytics.

Who is your current and ideal client? A changing world with new opportunities.

What's your creative culture? It needs an open door.







5 Step Marketing Process

To give you a winning edge

1. Marketing Plans: Macro and Micro

Long term goals and agility

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WHO IN THE *F* KNOWS?

FROM THE EXPERTS AT MONEY20/20

MEET MADAM PRESIDENT

JEN TAYLOR

PRESIDENT  PLAID



Ready for this? **Jen Taylor, Plaid's first-ever President**, is stepping onto our Money20/20 USA stage! You know Plaid, the tech trailblazers connecting almost every bank and credit union in the U.S. in real time? Yeah, those legends.

Now, let's talk about Jen. She's got a resume stacked with leadership roles at Salesforce, Meta, Adobe, and—oh, just a little thing like helping take Cloudflare public. No biggie, right? Now, she's running full force at Plaid and is set to give you all the insights on how they're leading the charge in our industry.

COUNT ME IN

More Presidents In The House!

Jen's not the only fierce female president we've got lined up to conquer the stage. Joining her is...



DANIELA AMODEI
PRESIDENT | ANTHROPIC



LYNN MARTIN
PRESIDENT | NYSE



CELIA EDWARDS KARAM
PRESIDENT OF RETAIL BANK | Capital One

Most relevant ▼

**Ife Kalejaiye**

Digital Transformation | FinTech | AI for Banking

3d

Is it safe to say that this is the Met Gala of FinTech events?

Like · Reply

ROLL-CALL REVUE

DJ Cassidy on That Crazy DNC Set Last Night: 'Emotion to a Typically Emotionless Process'

The DJ behind Tuesday night's wild roll call talks about choosing a song for each state and getting a shout-out from Barack Obama

BY DAVID BROWNE

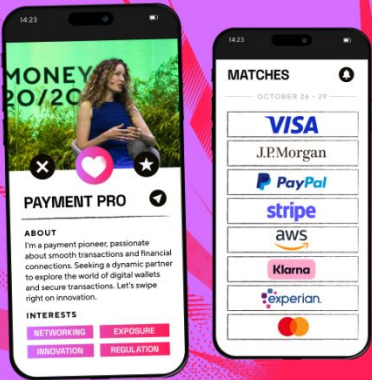
AUGUST 21, 2020



**PAYMENT PROS,
IT'S A MATCH!**

Looking to meet the perfect partners to drive your strategies forward? This Valentine's Day, we're here to play matchmaker for the payments world.

At Money20/20 USA, you'll find trailblazers redefining transactions, innovators driving digital payments forward, and leaders ready to tackle the future. From digital payments to embedded solutions, this is where you meet your match made in business.



BREAKING NEWS

NEW KEYNOTE ANNOUNCED

us bancorp

GUNJAN KEDIA
CEO, U.S. BANCORP



WSJ
U.S. BANCORP NAMES GUNJAN KEDIA
CEO, SUCCEEDING ANDY CECERE

businesswire
GUNJAN KEDIA TO BECOME
CEO OF U.S. BANCORP IN MID-APRIL

CNBC
U.S. BANCORP PRESIDENT GUNJAN KEDIA
TO BECOME ITS FIRST FEMALE CEO

FINTECH FUTURE
US BANCORP ANNOUNCES LEADERSHIP
TRANSITION, GUNJAN KEDIA NAMED NEW CEO

**Witness History in the Making: Pioneering CEO
Gunjan Kedia Takes Center Stage at Money20/20
USA**

2. Bold Creative: Ideation Framework

New campaign thinking

THE #1 SHOW FOR GENAI IN BANKING & FINTECH



ANTHROP

Your Problem: Still trying to figure out how A.I. fits into your business for max impact? You beta believe those days are over!

Your Solution: Money20/20 USA. [Solve your A.I. problems in 4 days flat](#) at THE #1 show for GenAI in Banking and Fintech. Here's how:

1. **Meet with ALL THE KEY BRANDS** (Yes, Every.Single.One.) who'll be on-site, ready for you to connect and do business with.
2. **Learn from ALL THE KEY EXPERTS** on our stage, delivering real, actionable takeaways you can use now.
3. **Hear about ALL THE KEY LAUNCHES** and announcements in A.I. here first.

And that's us just barely scratching the surface.

LET ME SEE MORE



3. Inventory Audit: Comms Points Innovation through the customer journey



4. Storytelling: Customer Connection Emotion and Edge

/ Be Like These Power Players



Are you a Jelena?



Are you a Drew?



Are you an Alexandra?



Are you a Virginia?

5. Offers: Hooks and Headlines

So good it's uncomfortable

BEST DEAL

FOR THE G.O.A.T. FINTECH EVENT

THE BEST RATE OF THE YEAR EXPIRES THIS FRIDAY

SAVE \$1,300 NOW

You only have until this Friday to get your pass to Money20/20 USA, the greatest fintech event of all time (yes, the G.O.A.T.) at the BEST RATE of the year. This isn't just deep savings; it's legendary value delivering unmatched game plans, outcomes, audiences, and tech. 'Cus why wouldn't you want to **get months' worth of business done in 4 days** ALL for one heck of a deal?!

GRAB MY PASS

GREATEST GAMEPLAN

Stay on top of industry trends and shifts with expert insights you can put to use immediately. Past speakers include:



CHRIS BRITT
CEO & Co-Founder

chime



SARAH FRIAR
CFO

OpenAI



INGO UYTENDEAE
Co-CEO

adyen



GONZALO LUCHETTI
Head of U.S. Personal Banking

citi



LYNN MARTIN
President

NYSE



GREATEST AUDIENCE

11k+ of the most influential industry leaders, disruptors, and decision-makers from 3,500+ of the top companies you want to meet - right here, ready to connect with you.



GREATEST OUTCOMES

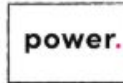
Close deals, generate new business leads, and meet your future business partners. It's 4 days of meetings accelerating what'd take 4 months to achieve.



Dandelion's partnership resulted in a successful happy hour, yielding over 600 leads.



IBM launched Money Wire at Money20/20, gaining huge media attention and 280 quality leads.



Power Finance secured investments and an acquisition deal.



dLocal made 200 business connections and held over 80 meetings with qualified prospective partners.



who generated an **opportunity value of 8X** their investment.

GREATEST TECH

Our AI-powered co-host highlighting best in class tech.



MONEY20/20 CONNECT APP

Our AI-powered app puts the power in your hands. Choose who you want to meet, book your meetings, build your own agenda, and more.

MUST MEET @ MONEY20/20

Curated 1:1 meetings with the right leaders, scheduled for you and tailored to your business goals.



AIANA

We don't just talk about AI in business, but we infuse practical applications through our stages and show floor.



Thank you.