



Accomando Consulting, Inc.

Summary of Speeches and Workshops

Credit Card Forum XIII

Thomson Financial

April 26 - 27, 2001, Washington, D.C.

Conference Chairperson

Speaker

Presentation Topic: Authenticating The Transaction:
Can Technology Validate The Consumer?

eCard 2001

Thomson Financial

March 26 - 27, 2001, San Francisco, CA

Conference Chairperson

American Marketing Association

First Annual Business Day Conference

The Bridge To The Future

State University Of New York At New Paltz

March 10, 2000

Keynote Speaker

Presentation Topic: New E-Commerce Models

Direct Marketing Days in New York

Direct Marketing Student Forum

The McGraw-Hill Companies

November 5, 1999, New York, NY

Speaker

Presentation Topic: How An Expert Makes Money On
The Web

ICe / San Francisco 1999

Forward-Thinking E-Business Implementations

ICe. Internet Commerce Expo

October 18-21, 1999, San Francisco, CA

Speaker

Presentation Topic: New E-Commerce Models
To Go Where No Business Has Gone Before

Credit Cards In Latin America

Maximizing Profitability & Minimizing Risk Of Issuing

World Research Group - A World Congress Affiliate

December 1-3, 1998, Miami Beach, FL

Conference Chairperson

Card Marketing Conference '98

Capturing The Customer Through Brand Value

Faulkner and Gray

November 9-11, 1998, Las Vegas, NV

Speaker

Presentation Topic: Cross-Selling: Expanding The
Customer Relationship

Commercial Card Conference '98

New Strategies And New Opportunities

For Commercial Cards

Faulkner & Gray

June 8-9, 1998, La Jolla, CA

Speaker

Presentation Topic: Upscale Business Cards:
Platinum Hits Commercial Scene

Corporate Procurement Cards

International Quality And Productivity Center

May 18-20, 1998, Chicago, IL

Conference Chairperson

Speaker

Presentation Topic: A Corporation's Perspective:
Why Should You Have A P-Card Program?

Client Conference 1998

Overview And Case Studies From The U.S. Market

CSU Card System - Brazil

April 20, 1998, Miami, FL

Keynote Speaker

Presentation Topic: Case Studies - Co-Branding

Client Conference 1998

Overview And Case Studies From The U.S. Market

CSU Card System - Brazil

April 18, 1998, Miami, FL

Speaker

Presentation Topic: Industry Update -
Private Label And DebitCards

Credit Card Forum X

Restoring The Luster To Card Profits

Faulkner & Gray

April 15-17, 1998, New Orleans, LA

Speaker

Presentation Topic: Promising Niches:
Prepaid Phone Cards

Latin America Merchant Acquiring

International Quality And Productivity Center
March 30 - April 1, 1998, Miami, FL

Conference Chairperson/

Speaker

Presentation Topic: Pre-requisites For Wide Spread
Deployment And Acceptance Of Credit Cards In Latin
America

Database Marketing Strategies

IBC Asia Limited

March 5-6, 1998, Manila, Philippines

Workshop Instructor

Workshop Topic: Mining The Tools Of Profitability

Database Marketing Strategies

IBC Asia Limited

March 2-3, 1998, Singapore

Workshop Instructor

Workshop Topic: Mining The Tools Of Profitability

Corporate Procurement Cards

Pilot Programs To Advanced Applications

International Quality And Productivity Center

January 27-29, 1998, Atlanta, GA

Speaker

Presentation Topic: A Corporation's Perspective;
Why Should You Have A Procurement Card Program?

Credit Card Marketing Conference '97

Savvy Cardholders; Opportunity Or Nightmare?

Faulkner & Gray

November 16-19, 1997, Orlando, FL

Speaker

Presentation Topic: Supermarket Co-Branding;
Is It Worth Checking Out?

Retailer Card Forum '97

Building Cards Into A Profit Center

Faulkner & Gray

September 14-16, 1997, Dallas, TX

Conference Chairperson

Speaker

Presentation Topic:
Using Credit Cards To Increase Your Retail Sales

Cross-Selling Through Multiple-Partner Credit Cards

AIC Conferences

September 8-9, 1997, Atlanta, GA

Conference Chairperson

Speaker

Presentation Topic: Understanding
The Multiple-Partner Credit Card Concept

Retail Banking Service Delivery

AIC Conferences

August 26-28, 1997, Melbourne, Australia

Conference Chairperson

Speaker

Presentation Topic: Changing Customer Preferences
And Service Delivery Challenges-The US Perspective

Cards Australia '97

AIC Conferences

August 26-28, 1997, Melbourne, Australia

Conference Chairperson

Speaker

Presentation Topic: Marketing To The Consumer

Argentina Cards '97

AIC Conferences

April 2-4, 1997, Buenos Aires, Argentina

Speaker

Presentation Topic: The Next Revolution For Cards;
Future Trends And Challenges

Credit Card Forum IX

Finding High Growth Opportunities In A High Risk Market

Faulkner & Gray

April 2-3, 1997, Miami, FL

Speaker

Presentation Topic: Global Growth Opportunities - Asia

New Revenue Streams Through Your ATM Network

World Research Group-A World Congress Affiliate

February 12-13, 1997, Miami, FL

Conference Chairperson

Advanced Card Technology '97

Profiting From Advanced Card Applications

Faulkner & Gray

January 26-29, 1997, Los Angeles, CA

Speaker

Presentation Topic:

Profiting From Stored-Value Cards; The Float Factor

Marketing to Asia Pacific

The Center For Business Intelligence

December 12-13, 1996, San Francisco, CA

Speaker

Presentation Topic: Maximizing Your Database
Marketing To Increase Credit Card Opportunities

Database Marketing Strategies

IBC Asia Limited

December 9-10, 1996, Hong Kong

Workshop Instructor

Workshop Topic: Mining The Tools Of Profitability

Payment Cards

Marketing Strategies To Stay Ahead Of The Competition

IBC Asia Limited

December 4-6, 1996, Singapore

Conference Chairperson

Speaker

Presentation Topic: Co-Branding And Beyond; Exploring
New Directions In Today's Market

Database Marketing Strategies

IBC Asia Limited

December 2-3, 1996, Singapore

Workshop Instructor

Workshop Topic: Mining The Tools Of Profitability

Cards Australia '96

AIC Conferences

August 20-22, 1996, Sydney, Australia

Conference Chairperson

Speaker

Presentation Topic: Maximizing The Effectiveness
of Consumer Database Marketing?

Re-engineering The Bank

AIC Conferences

August 14-15, 1996, Singapore

Speaker

Presentation Topic:
Relationship Marketing In Branch Banking

Latin Cards '96

AIC Conferences

August 6-8, 1996, Santiago, Chile

Speaker

Presentation Topic #1:
Potential Of The World Of Plastic Credit Cards
In Latin America
Presentation Topic #2: Debit Card Co-Branding;
A New Opportunity For Latin America

Credit Card Marketing

Alternative Sourcing Strategies

Executive Enterprises

July 22-23, 1996, Chicago, IL

Speaker

Presentation Topic: Maximizing The Effectiveness
Of Consumer Database Marketing

Commercial Card Conference '96

Energizing Commercial Card Marketing

Faulkner & Gray

June 13-14, 1996, San Francisco, CA

Speaker

Presentation Topic: New Issuers;
Can A Corporation Issue To Itself?

Database Marketing Strategies

Profitable Practices For Credit Card Issuers

The Center For Business Intelligence

June 13-14, 1996, Chicago, IL

Conference Chairperson

Speaker

Presentation Topic: Maximizing The Effectiveness
Of Consumer Database Marketing

Credit Card Forum VIII

Winning The Battle For Market Share

Faulkner & Gray

April 30-May 3, 1996, Atlanta, GA

Conference Chairperson

Speaker

Presentation Topic: Global Strategies;
Tackling The U.K. Market

Latin American Card Conference

World Research Group—A World Congress Affiliate

April 19, 1996, Miami, FL

Workshop Instructor

Workshop Topic: Sustaining Your Co-Branding Card's
Momentum In A Dynamic Market

Cards Asia '96

Loyalty And Co-Branding

AIC Conferences

March 11-14, 1996, Singapore

Conference Chairperson

Speaker

Presentation Topic:
What's Next For Co-Branded Card Marketers?

Credit Card Marketing Conference '95

High Impact Marketing On A Low Impact Budget

Faulkner & Gray

November 29-December 1, 1995, Las Vegas, NV

Speaker

Presentation Topic:

Co-Branded Marketing; What Lies Ahead?

Vision Forum '95

Focus On The Future

J.C. Penney Life Insurance, Co.

November 7, 1995, Dallas, Texas

Keynote Speaker

Presentation Topic: Future Of Credit Cards

Co-Branded, Loyalty & Affinity Cards

AIC Conferences

October 20, 1995, Taipei, Taiwan

Workshop Instructor

Workshop Topic: The Second Stage; After The Launch

Co-Branded, Loyalty & Affinity Cards

AIC Conferences

October 18-19, 1995, Taipei, Taiwan

Conference Chairperson

Speaker

Presentation Topic #1:

Customer Loyalty: Developing A Relationship Strategy

Presentation Topic #2:

Implementing A Customer Loyalty Program;

Expecting Higher Returns In The Long Run

Smart Card Strategies In Banking

World Research Group—A World Congress Affiliate

October 16-17, 1995, New York, NY

Conference Chairperson

Speaker

Presentation Topic: Future Of Smart Cards

EMEA Co-Branding Potential

Diners Club International

June 27-30, 1995, Evian, France

Keynote Speaker

Presentation Topic: Co-Branding: Potential Opportunity

For The European, Middle Eastern And African

Marketplace

Cards Asia '95

Customer Loyalty

AIC Conferences

May 17-18, 1995, Singapore

Conference Chairperson

Speaker

Presentation Topic: Rewards And Benefits;

Membership Has Its Privileges

Co-Branded Alliances

AIC Conferences

May 17, 1995, Chicago, IL

Conference Chairperson

Workshop Instructor

Workshop Topic: Sustaining Your Co-Branded Card's

Post-Initiation Momentum

Co-Branded Alliances

AIC Conferences

May 15-16, 1995, Chicago, IL

Conference Chairperson

Credit Card Forum VII

**How the Squeeze on Spreads
is Changing the Card Business**

Faulkner & Gray

April 26-28, 1995, San Diego, CA

Speaker

Presentation Topic: Profitable Innovations;

New Sources Of Fee Income

Co-Branded Debit And Smart Cards

AIC Conferences

April 19-20, 1995, Jakarta, Indonesia

Conference Chairperson

Speaker

Presentation Topic #1:

Co-Branded Cards; Are They Worth The Effort?

Presentation Topic #2: Steps in Co-Branding;

Forming A Strategic Alliance

**Designing An Effective Strategy For Developing
And Marketing Co-Branded Card Programs**

ICM Conferences, Inc.

April 18-19, 1995, Chicago, IL

Conference Chairperson

Speaker

Presentation Topic: Countdown To An Effective Launch

Co-Branded Credit Cards

AIC Conferences

February 24, 1995, Atlanta, GA

Workshop Instructor

Workshop Topic: *Sustaining Your Co-Branded Card's Post-Initiation Momentum*

Co-Branded Credit Cards

AIC Conferences

February 22-23, 1995, Atlanta, GA

Conference Chairperson

Speaker

Presentation Topic:

An Overview Of The Co-Branding Phenomenon

Customer Loyalty & Co-Branded Credit Cards

AIC Conferences

December 1, 1994, Bangkok, Thailand

Workshop Moderator

Workshop Topic: *The Critical Success Factors Of An Effective Co-Branding Program*

Customer Loyalty & Co-Branded Credit Cards

AIC Conferences

November 29-30, 1994, Bangkok, Thailand

Conference Chairperson

Speaker

Presentation Topic: *Is Co-Branding Solely The Marketing Department's Concern?; How To Convince Management To Embark On A Co-Branding Program*

Strategies For Implementing

Co-Branded Credit Cards

AIC Conferences

September 21-22, 1994, New York, NY

Conference Chairperson

Speaker

Presentation Topic: *The Co-Branding Partnership; Forming A Strategic Alliance*

Credit Card Marketing Conference '93

Keys To Co-Branded Success

Faulkner and Gray

November 10-12, 1993, Phoenix, AZ

Speaker

Presentation Topic: *The GE Card: Lessons To Launch By*