NATIONAL FINTECH DAY • 08.20.18

For access to download the National Fintech Day logo, please click this link.

WHAT IS NATIONAL FINTECH DAY?

Aug. 20th is National Fintech Day, celebrating the continued collaboration between financial institutions and their financial technology (fintech) partners. The day recognizes innovative services and solutions that meet the shifting demands of today's consumers, as well as the next-generation of account holders.

In an ever-changing world, the partnerships between financial institutions and fintech companies is becoming increasingly important. Together, they bring outstanding and innovative products and services to the consumer, creating better experiences and strong brand preference for the financial institution.

SUGGESTED ACTIVITIES

– Host a public technology fair showcasing fintech partners and innovative technology solutions to the community

– Highlight technology solutions/services offered by your institution within the technology fair

– Include tech-related onsite activities

– Provide food from local food businesses and/or have food trucks on-site

– Include kids activities

– Invite local city government officials

– Create family-friendly competitions and/or events such as interactive selfie experiences, virtual roller coasters

– Invite local entertainment such as robotics teams, live music or performing arts groups

– Provide incentives to attendees such as prizes and giveaways

– Invite local businesses to participate and market products, while showcasing business services available at your institution

– Host your own table to include product and services and opportunities within your financial institution

– Involve local charities and organizations that support your mission

SOCIAL MEDIA #NATIONALFINTECHDAY

– Post and share your activities to get your customers and members involved

– Photo competition to engage your followers

– Get the kids involved asking them to submit videos answering how banking impacts their lives

– Share with local media/ and send out your own press release- example:

– Ask your followers to share photos of how they use technology in their daily lives

– Bring your brand to life! Use your mascot or logo to create fun photo memories

– Download the National Fintech logo and post on your website and social media pages

For more information and to learn how to get involved, contact Jessica Kister: jkister@somersettrust.com | 814.443.9360