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**Banking and Fintech**

**Software Marketer's Conference**

**and Content Idea Calendar**

**2024**

(Q1 and Q2)



The first and second quarters of 2024 will be an exciting time for banking and fintech marketers. Below is a calendar of conferences along with some timely topics and focus areas picked from editorial calendars of banking and financial services publications. Use this to help spark some content ideas for the coming months.

## January 2024

Conferences:	<a href="#">BankWorld</a> (Uncasville, Conn.), 1/12; <a href="#">Mortgage Banker's Association</a> (New Orleans) 1/22-1/24; <a href="#">Europe Bank to Bank Forum</a> (Frankfurt, Germany), 1/15-1/17; <a href="#">The Fintech Risk &amp; Compliance Forum</a> (Chicago), 1/17-1/18; <a href="#">World Finance Council Dubai</a> (Dubai), 1/24-1/25; <a href="#">MFA Network</a> (Miami Beach), 1/29-2/1; <a href="#">Best Practices for Stress Testing in Financial Institutions</a> (New York), 1/24-1/26
Editorial Focus:	Compliance, year-end financial reviews, 2024 outlook, economic indicators, risk management, corporate finance, global market analysis, change management, CX
Timely Events/Issues:	Several new CFPB rules to watch in 2024, including: cutting credit card late fees to \$8, crackdown on illegal overdraft practices and NSF fees, and a rule allowing customers to share information with third parties

## February 2024

Conferences:	<a href="#">Launch Conference</a> (Charlotte, N.C.), 2/7-2/8; <a href="#">Finovate Europe</a> (London) 2/27-2/28; <a href="#">The Future of Operational and Back Office Summit: Trends and Practices</a> (Vienna, Austria) 2/7; <a href="#">7th Middle East Banking AI &amp; Analytics Summit</a> (Dubai, UAE), 2/29; <a href="#">Fintech Retreat</a> (San Francisco), 2/5-2/6; <a href="#">Bharat Fintech Summit 2024</a> (Mumbai, India), 2/7-2/8; <a href="#">Sthlm Fintech Week</a> (Stockholm), 2/12-2/16; <a href="#">Finovate Europe</a> (London), 2/27-2/28; <a href="#">FiNext</a> (Dubai), 2/28-2/29; <a href="#">Open Finance. APIs and Partnerships</a> (Boston), 2/21-2/23
Editorial Focus:	Market analysis, tax season updates, investment opportunities, regulatory developments, fintech partnerships, interest rates and inflation, sustainable finance, risk management strategies, BNPL
Timely Events/Issues:	CFPB deadline for banks and credit unions with more than \$10 billion in assets to stop charging customers "unreasonable" fees for basic account data

## March 2024

Conferences:	<a href="#">ICBA Live</a> (Orlando), 3/14-3/17; <a href="#">Strategic Growth Conference</a> (Savannah, GA), 3/11-3; <a href="#">Bank Automation Summit</a> (Nashville), 3/18-3/19; <a href="#">CUNA Governmental Affairs Conference</a> (Washington, D.C.), 3/3-3/7; <a href="#">MoneyLive: Summit 2024</a> (London), 3/6-3/7; <a href="#">Fintech Meetup</a> (Las Vegas), 3/3-3/6; <a href="#">Bank Automation Summit</a> (Nashville), 3/18-3/19; <a href="#">Pay360 Conference</a> (London), 3/19-3/20
Editorial Focus:	Personal liability for compliance officers, DEI, innovation in banking and finance, data analytics, loyalty, sustainable finance, mortgage, digital payments.
Timely Events/Issues:	NIST release of NIST Cybersecurity Framework (CSF) 2.0?

## April 2024

Conferences:	<a href="#">Money 20/20 Global</a> (Bangkok), 4/23-4/25; <a href="#">Future Digital Finance</a> (New Orleans), 4/2-4/3; <a href="#">Empire Fintech Conference</a> (New York), 4/10; <a href="#">Canadian Fintech Summit</a> (Toronto), 4/9-4/10; <a href="#">Fintech Talents North America</a> (New York), 4/16-4/17; <a href="#">Transact by ETA</a> (Las Vegas), 4/17-4/19; <a href="#">AI in Finance Summit London</a> (London), 4/25-4/26
Editorial Focus:	Quarterly financial reports, tax season wrap-up, economic indicators, AI, payments, fintech innovations, financial planning, monetary policy, ESG, sustainable finance initiatives, payments

## May 2024

Conferences:	<a href="#">The Financial Brand Forum</a> (Las Vegas) 5/20-5/22; <a href="#">FTT Embedded Finance &amp; Super-Apps</a> (London), 05/21; <a href="#">Smarter Faster Payments by NACHA</a> (Miami), 5/6-5/9; <a href="#">WealthStack</a> (Hollywood, Fla.), 5/13-5/16; <a href="#">Seamless Middle East</a> (Dubai), 5/14-5/15; <a href="#">FinXTech</a> (Tampa), 5/14-5/15; <a href="#">Bankers Summit</a> (Toronto, Canada), 5/15; <a href="#">FinovateSpring</a> (San Francisco, CA), 5/21-5/23; <a href="#">Consensus by Coindesk</a> (Austin), 5/29-5/31; <a href="#">Payments Canada Summit</a> (Toronto), 5/29-5/31
Editorial Focus:	M&A, IPOs, ESG, global market developments, financial planning and wealth management, digital banking innovations, cybersecurity, fintech due diligence, front office digital banking solutions

## June 2024

Conferences:	<a href="#">Digital Banking Conference</a> (Boca Raton, Fla.), 6/24-6/26; <a href="#">Digital Marketing for Financial Services</a> (Toronto), 6/11-6/12; <a href="#">ICFSBF 2024: International Conference on Financial Services and Business Finance</a> (Paris), 6/24-6/25; <a href="#">U.S. Fintech Symposium</a> (Chicago, IL), 6/4-6/6; <a href="#">Money 20/20 Europe</a> (Amsterdam), 6/4-6/6; <a href="#">Fintech Week London</a> (London), 6/10-6/14; <a href="#">Fintech Generations Insuretech</a> (Charlotte, N.C.), 6/11-6/12
Editorial Focus:	Mid-year reviews, regulatory updates, blockchain applications, geopolitical events and trade policies, interest rate forecasts, sustainable finance, corporate finance, fair lending, diversity and inclusion
Timely Events/Issues:	Preparation for compliance with Section 1071: Small Business Data Collection Act

## Media Kits and Potential Sponsored Content/Thought Leadership Opportunities

- » [American Banker](#)
- » [Bank Director](#)
- » [Bank Automation News](#)
- » [Banking Day](#)
- » [Banking Dive](#)
- » [Bloomberg Markets](#)
- » [Central Banking](#)
- » [Euromoney](#)
- » [Finextra](#)
- » [Finovate](#)
- » [Fintech Futures](#)
- » [Forbes](#)
- » [Global Finance](#)
- » [IFR \(International Financing Review\)](#)
- » [International Banker](#)
- » [Mobile Payments Today](#)
- » [Payment Week](#)
- » [PaymentEye](#)
- » [PaymentsSource](#)
- » [PYMNTS.com](#)
- » [Retail Banker International](#)
- » [Risk.net](#)
- » [The American Bankruptcy Institute Journal](#)
- » [The Banker](#)
- » [The Economist](#)
- » [The Financial Brand](#)
- » [The Financial Times](#)
- » [The Green Sheet](#)
- » [The Nilson Report](#)
- » [The Paypers](#)
- » [The Wall Street Journal](#)

## Need Help with Content Ideation and Planning?

Craig D. Guillot is a high-performing ghostwriter, B2B writer, and content strategist with nearly 20 years of experience writing about the banking and financial services industries. He offers content ideation and planning services and writes white papers, eBooks, and thought leadership for some of the world's top technology companies. Visit [www.craigdguillot.com](http://www.craigdguillot.com) for more information.

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