

12 March 2025 - Day I - Programme // AKBANK Head Office		
09:00-09:30	Welcome to Participants	
09:30-09:45	Keynote Speakers; Kaan Gür-CEO, Bülent Oğuz-EVP	
09:45-10:15	Keynote Speakers; Melis Özdeğirmenci-SVP	
	Organization	Speaker
10:15-10:35	Sustainability	SVP - Ebru Güvenir
10:35-11:00	Investment Banking	SVP - Serkan Duruduygu
11:00-11:15	Coffee Break	
11:15-11:30	FI	SVP - Batuhan Tufan
11:30-12:00	Digital Design and Innovation	SVP - Burcu Küçükunal
12:00-13:00	Lunch	
13:00-13:30	Analytics Division	SVP - Selim Yüksel
13:30-13:45	Coffee Break	
13:45-14:30	Credit Analytics & Customer Credit Underwriting Division	SVP - Burcu Çalicioğlu
14:30-14:45	Coffee Break	
14:45-15:15	Customer Experience & Service Design	Burak Alıcı
15:15-16:00	Head Office Tour	
16:00-17:00	COCKTAIL	

13 March 2025 - Day II - Programme // AKBANK Head Office & Akbank Bağdat Caddesi Branch		
08:30-9:00	Breakfast	AKBANK Head Office
9:00-9:30	Onboarding to Marketing Activities	SVP - Melis Özdeğirmenci
9:30-10:00	Customer Segment Management	SME Marketing Team
10:00-10:15	Coffee Break	
10:15-10:45	Business Development	SME Marketing Team
10:45-11:15	Product Portfolio Management	SME Marketing Team
11:15-11:30	Coffee Break	
11:30-12:00	Marketing Management	SME Marketing Team
12:00-12:15	Closing Session	SVP - Melis Özdeğirmenci
12:15-13:45	Lunch	
13:45-14:45	Transfer to Flagship Branch	Bağdat Caddesi Branch
15:00-16:00	Branch Visit	Branch Manager- Nadide Uzman
21:00	Transportation to hotel	Bağdat Caddesi Branch