



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS  

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Western NY

The AFP of Western New York presents its  
Winter Half-Day Conference 2021 Webinar Series

## **Sponsored By:**



**February 17th, 2021**  
**12:00pm to 1:30pm**  
**VIRTUAL EVENT**

**WEBINAR ACCESS DETAILS TO BE PROVIDED SEPARATELY TO EVENT REGISTRANTS**  
(This event will be the [third of three events](#) in place of our Winter Half-Day Conference)

### **THE ASSOCIATION FOR FINANCIAL PROFESSIONALS OF WESTERN NY**

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The Association for Financial Professionals of Western New York is a non-profit, educationally oriented organization, which provides a forum for the active and open exchange of concepts and techniques related to the practice of cash and treasury management. Today's membership represents a wide cross section of local industry professionals. Membership is open to individuals from businesses and non-profit organizations, financial service vendors and banks. A free flow of ideas and information is encouraged and maintained among the Association's members.

Each year, the AFPWNY bases its education program decisions on participant response to the previous year's programs. This process ensures that topics addressed during each seminar reflect the most prevalent issues, and that the information provided is on leading edge technologies. Conference attendance continues to flourish resulting from feedback received from attendees.

AFPWNY encourages member participation in the National Association for Financial Professionals (AFP). In addition to offering a wide range of continuing education opportunities, professional certification and industry standards programs, the AFP has become an invaluable resource for disciplines represented in organizational and corporate treasury areas. Together with affiliate organizations, AFP works to increase professional skills and to enhance the recognition and credibility of the treasury management profession.

## Presentation: 12:00 PM – 1:30 PM

**Topic:** Innovation for Payments and Working Capital Management

**Speaker:** Kevin McKeever - Regional Head - Payment Advisory Group - HSBC

**Session Description:** Working Capital Management is integral to the design and management of an optimal cash & liquidity structure. The effect of the global pandemic has put a spotlight on the need for Treasury to leveraging digitization and emerging payment innovation. Today more than ever, Treasury Departments are challenged with choosing the appropriate cash management tools to support future business growth. This education session highlights the working capital and cash management cycles, and how payments innovation brings tangible benefits to clients and helps to mitigate overall treasury management risks.

### Speaker Information:



#### **Kevin McKeever - Regional Head - Payment Advisory Group - HSBC**

As Regional Head of Payments Advisory, Kevin consults global companies on domestic and international cash management & payment solutions, as well as provides education and training on current market trends in global liquidity & cash management.

Kevin has more than 30 years of banking experience, which includes relationship management and cash management. He joined HSBC as a Senior Sales Manager for GBM in 2004, and covered a variety of industry sectors.

Prior to joining HSBC, Kevin spent 16 years with ABN AMRO Bank, including six years in Amsterdam working in ABN AMRO's Global Client and Global Transaction Services divisions. Kevin holds an MBA from the University of Warwick, United Kingdom, and has received the Certified Treasury Professional credential from Association for Financial Professionals (AFP).

*This Conference has been approved for up to 1.8 CTP/CCM and 1.8 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.*