

Talking Points for Executive Education Video Series

These talking points are intended for payments professionals to share information regarding the MAG's new executive education video series with executives in their companies.

- Key components of the MAG's mission are to educate and advocate on behalf of merchants in the payments industry.
- The MAG is releasing a series of videos in April 2019 that will highlight key aspects of how payments work from the merchants' perspective.
- These videos are aimed at helping merchant executives better understand the impact of payments to their business and to the consumer, and what merchants can do to combat the lack of competition and transparency within the payments system.
- The goal of the videos is to expand the understanding of card payments within MAG member companies beyond each organization's payments professionals.
- Even for the people who are working on payments every day, it's a complicated, dynamic space that merchants have a limited ability to influence.
- The four-part video series is broken up by topic in addition to a trailer that provides an overview for the series. The topics are:
 - Payment inefficiencies: What it's costing merchants
 - Expert Point of View
 - Swipe Fee Reform
 - Future of Payments
- These topics cover the key issues that the MAG, alongside its members, seeks to positively influence within the payments industry.
- Each video is between six to nine minutes, and you may watch them individually or as a series (once they are all launched).