

2013 Webinar and Education Summary

2013 was a successful year with the newly formed Education and Webinar Task Force and the enhanced goal of 13 webinars and 4 in-person education sessions. The MAG has shown a huge increase in activity and continues to strive to add value to our members and sponsors. The education session and webinars have given us a good base of what is working and what we can improve upon as we look forward to 2014.

Below is a summary of the 2013 performance against goals.

TEAM GOALS	MEASUREMENT/ACCOMPLISHMENTS
Educate MAG members and their industry partners about the impact and implications of industry practices in the payment ecosystem by providing informative sessions to MAG members on a monthly basis.	Successfully presented 12 webinars and 5 in-person educational seminar events as of 12/1/13. On target to present a total of 12 webinars through 12/31/13.
Ensure that webinar/seminar materials are thorough and include benefits, costs, legal and operational implications on the subject matter.	Positive feedback received from session attendees
Establish and communicate upcoming session to MAG members	Email notifications sent resulted in good attendance. Attendance stats provided in webinar summary chart below. Worked with the Communications Committee to design a new web site that will improve tracking of resources used on the website as well improved communication channels for future sessions.
Manage and report expenses and maintain expenditures within budgetary limits.	As of November 1, the education and webinar budget is under budget.

Education Objectives

- **Strive to be the Premier Merchant Education Resource**
 - Continue to source a robust schedule of webinars, timely and accurate articles and premier resources for the membership.
- **Increased Sponsor Engagement**
 - Increase the number of opportunities in which sponsors can participate in MAG sponsored education activities.
- **Evaluate Education Sessions**

- Continue to evaluate and gather topic suggestions for MAG education efforts and determine best delivery format for overall for education sessions and best format for member participation. Continue to focus on being the most trusted and accessed US merchant education resource.

Date	Webinar Name	Presenter	Average Rating	Attended	Registered
2/7	Putting the Merchant back in the Drivers Seat	CardinalCommerce	Very Good	37	64
3/20	EMV Update-EMV Merchant Education	Kristy Cook, Rob Hayhow, Patty Walters	Excellent/Very Good	30	43
3/28	Legal Update (MasterCard/Visa Settlement)	Jeff Shinder	Excellent/Very Good	39	58
4/16	Fraud Post EMV: What retailers should watch out for and protect against	Tracy Black, Catherine Johnston	Very Good	35	74
5/17	Impacts and Ramifications of Private-Label Impacts and Networks	Steve Mott	Excellent	21	31
6/3	EMV & Cardholder Verification Method Priority	Jeff Stroud, Simon Hurry, John Drechny	Very Good	23	31
6/20	EMV Update	Doug Black, Paul Tomosfsky, Patty Walters	Very Good	29	41
7/10	Mobile Payments Overview	Dee O'Malley, Malcolm Nunes	Excellent/Very Good	26	48
8/14	Legal Update: American Express vs. Italian Colors	Barrie VanBrackle, Donna Wilson	Very Good/Good	25	32
9/11	EMV Update	Jeff Ecker	Very Good	36	53
10/23	Legal Update: Legal developments in payments	Jeff Shinder	Excellent/Very Good	36	59

Date	Education Session	Presenter	Average Rating	Attended	Registered
2/5	EMV Education	Allen Wright	n/a	22	n/a
2/12	Advanced Payments 201 Economic (MYC)	Rene Pelegero	Excellent	45	45
4/18	Payments 101 (Chicago)	Rene Pelegero	Very Good	22	44
6/26	Payments + Consumer Engagement, EMV, Routing	W.Capra	Very Good	16	21
10/7	Mobile – An overview of mobile technology in the payments industry	Rene Pelegero	Excellent/Very Good	64	93
11/13	Your Project Plan for Selecting a New Processor (THE RFP Primer)	Janet Langenderfer	Very Good	27	51
