

CERTIFICATE OF ATTENDENCE

PRESENTED TO:

Christie Whidden

for attending the following event

North American FinTech Marketing Conference 2025

On **03/06/2025**

CPD Hours awarded **8**

**The Future of Financial Services and Technology Marketing Landscape:
Leveraging Tech-Enabled Growth to Drive Client Acquisition & Retention**

Delivered by

FinTech Marketing Community

BUSINESS-LED. PEER-POWERED COMMUNITY.

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MARKETING

Certification details

Event Details

Event Title	North American FinTech Marketing Conference 2025	Event short ID:	Fintech B2B-25
Date of Event	03/06/2025	Expiry date:	No expiry
Learning Aims	- To explore current trends, technologies, and strategies shaping B2B marketing in the financial services and fintech sectors. - To provide attendees with practical insights, from senior business and marketing/sales leaders and real-world case studies. - To support professional development by examining evolving client expectations, regulatory demands, and digital innovation in marketing.		
Key skills	- Analysing fintech and financial services marketing trends - Applying data-led strategies to branding, content, and demand generation - Communicating with C-suite and board-level stakeholders - Navigating marketing compliance and ethical frameworks - Evaluating AI, MarTech, and automation tools for campaign effectiveness		
Outcomes	By the end of the event, participants will be able to: - Identify key shifts in fintech B2B marketing and client behaviour and communicate marketing value at a leadership level - Implement customer-centric and data-driven approaches to marketing strategy - Leverage emerging technologies to enhance marketing performance - Adapt messaging and campaigns to comply with industry regulations		
CPD Points/Hours	8		
Additional information	The Future of Financial Services and Technology Marketing Landscape: Leveraging Tech-Enabled Growth to Drive Client Acquisition & Retention		
Assessed	No		
DeliveryType	Conference		
Certificate ID	11194307JDQZ		

Certificate Provider Details

CompanyName FinTech Marketing Community

Company ID 111943

Company website www.fintechmarketingcommunity.com

Phone Number

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Company Profile The **FinTech Marketing Community** is an award-winning, global, peer-powered network that unites business and marketing leaders across B2B and B2C in financial services and technology. Our **all-in-one comprehensive platform** empowers members to expand their professional networks, share insights and best practices, access top-tier training and coaching, and accelerate career growth through a dynamic mentoring program.

Public Info

Team or unit name

Location

Find us on these social media links:



<https://www.linkedin.com/company/fintechb2bmarketing/>



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- Marta Kalas, Founder, Open CPD*

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Date issued **12/06/2025**

