



**We are inviting seniors, adult education providers, seniors' associations, educational departments on a local/regional/national basis and other interested public to join us at the**

# **DEFINE ONLINE CONFERENCE**

**FINANCIAL LITERACY IN TODAY'S DIGITAL ERA**

**March 03, 2022**

**09:00 - 13:00**

**Online conference  
via Zoom**





## Agenda

9:00 – 9:10

**OPENING AND WELCOME MESSAGE**

9:10 – 9:30

**Sen. Lect. Dr. Liliya Terzieva**

**Master Imagineering programme director, Breda University of Applied Sciences, Netherlands**

**“MANAGEMENT OF ADULT EDUCATION”**

9:30 – 10:00

**Univ. Prof. Dr. Bettina Fuhrmann**

**Director of the Institute for Business Education, Vienna University of Economics and Business, Austria**

**“THE IMPORTANCE OF FINANCIAL LITERACY”**

10:00 – 10:30

**Laura Yturriaga Alcocer**

**Responsible Banking Santander España, Spain**

**“DIGITIZATION AND FINANCIAL LITERACY”**

10:30 – 10:40

**VIRTUAL COFFEE BREAK**

10:40 – 11:10

**Prof. Dr. Jaka Vadnjaj**

**Independent Business Consultant, Slovenia**

**“DIGITALIZATION OF RETAIL BANKING: THE FOUR CUSTOMER SEGMENTS´ PERSPECTIVE”**

11:10 – 11:40

**Goran Maric, BSC (WU)**

**CEO of Three Coins, Austria**

**“WHY (DIGITAL) FINANCIAL LITERACY MATTERS IN ALL PHASES OF LIFE AND HOW IT CAN BE DELIVERED”**

11:40-12:10

**Marian Aleson-Carbonell**

**Permanent University Director, University of Alicante, Spain**

**“EBANKING TRAINING FOR SENIORS: THE CHALLENGE OF RESPONDING TO SENIORS' NEEDS”**

12:10 – 13:00

**DEFINE Consortium**

**“DEFINE: DIGITALIZED FINANCIAL EDUCATION FOR SENIORS**

**- HOW TO UPGRADE SENIORS´ SKILLS IN HANDLING ONLINE FINANCIAL MANAGEMENT SERVICES”**

**CONCLUSION OF THE CONFERENCE**

**Please, click here, to join the conference:**

**[JOIN THE CONFERENCE](#)**

**Meeting-ID: 893 2962 4616**

**Kenncode: 438301**

**OR**

**Join from Skype for Business:**

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**Contact person: [anita.macek@fh-joanneum.at](mailto:anita.macek@fh-joanneum.at)**