

# Treasury Ambassadors

Market Research Initiatives



**STRATEGIC  
TREASURER**  
*Consultants in Treasury*

- » *Drive Industry Awareness*
- » *Access Exclusive Webinars*
- » *Receive Extended Survey Results*
- » *1 in 2 Chance to Win Prizes*

## TREASURY AMBASSADORS PROGRAM HIGHLIGHTS



### Exclusive Webinars

Attend private webinar sessions with exclusive access to top-line data and insights.



### Extended Survey Results

Receive Extended Analysis & Results Reports for every survey you complete.



### Awesome Prizes

Participants have a 1 in 2 chance of winning gift cards on every survey!



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## Why is Market Research so Valuable?

Change is happening quickly within the realm of treasury. From the rapid evolution of fraud to the introduction of new technologies like blockchain and AI, treasury must balance existing responsibilities with new requirements created by a shifting compliance, technology, and operational landscape. As these changes impact the industry, it is vital that the market understand how the treasury environment is responding and coping. This is where Strategic Treasurer's annual surveys come into play. By gathering data on the strategies, plans, and perspectives of practitioners across a variety of roles and market segments, we can better educate both ourselves and the industry at large on how the practice of treasury is evolving.

## Introducing Treasury Ambassadors

As Strategic Treasurer enhances the methods through which we gather and share data, one of our top priorities is to give back to the survey respondents that drive our market research initiatives. This is where the Treasury Ambassadors program comes into play. Moving forward, the program will provide the following benefits to participants:

- » Receipt of extended survey results documents and data analysis reports.
- » Access to private webinar sessions that cover top-line data and industry insights.
- » 1 in 2 chance to win prizes for every survey you complete!

## PROGRAM PARTICIPATION: HOW IT WORKS



01

Contact our office using the below email to let us know you're interested

Our office reviews the submission & sets up a 5-minute phone call to meet with you

02

03

If you agree to participate, we will send a confirmation email and add you to the program

04

Complete our industry surveys to win prizes & receive extensive results reports & analysis



Interested? Contact Us Today »

STRATEGIC TREASURER | Market Intelligence

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