

## 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.*

- The MAG will release a series of videos in March 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 when the payments professionals perform this work day-to-day, there are constantly new and changing rules that can negatively impact merchants if they are not prepared.
- 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
- Each video is between six and nine minutes, and you may watch them individually or as a series (once they are all launched).
- Key components of MAG's mission are to educate and advocate on behalf of merchants in the payments industry. This new video series plays a key role in delivering relevant content to our merchant members that they can use as they make business decisions that affect their bottom lines.