

Millennials & GenZ Payment Forum

5th June 2024

Eko Hotel & Suites, Victoria Island, Lagos

Organizer:

INTERMARC
CONSULTING

www.digitalpayexpo.com

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Introduction

The Millennials and GenZ Payment Forum is an event on the sideline of Digital PayExpo 2024 themed 'Redefining Payment.' This conference is scheduled to take place on June 5–6, 2024, at the Eko Hotels and Suites, Lagos, Nigeria.

This forum is an interactive panel session designed to explore and dissect the transformative impact of the digital-first generations on the future of payment systems across Africa. As digital natives, Millennials and GenZ individuals have fundamentally altered the landscape of financial transactions, driving innovation, adoption, and evolution in payment technologies. This forum aims to spark meaningful conversations among industry

experts, thought leaders, and stakeholders about the pivotal role of these demographics in shaping the payment ecosystem in Africa.

Millennials & GenZ Payment Forum is a dynamic platform where payment industry stake holders can on board the opinions and feedback of digital first generations in a cool and breezy way.

By understanding Millennials and GenZ preferences and embracing innovation, the forum aims to pave the way for a more inclusive, efficient, and resilient payment system that caters to the diverse needs of Millennials and GenZ across the continent.



Objectives

- To showcase the key characteristics and consumption behaviors of Millennials and GenZ individuals as digital-first consumers.
- To analyze the current trends and emerging technologies in payment systems driven by Millennials and GenZ preferences.
- To explore new technologies and catering to the payment needs of Millennials and GenZ demographics in Africa.
- To discuss strategies for leveraging digital channels, fintech solutions, and innovative payment models to meet the evolving demands of Millennials and GenZ consumers.
- To foster collaboration and knowledge sharing among stakeholders to drive sustainable growth and inclusivity in the African payment landscape.

Forum Tracks

- Understanding Millennials and GenZ as Digital-First Consumers:
- Demographic Characteristics and Preferences of Millennials and GenZ.
- Trends and Technologies Shaping the Payment Ecosystem
- Adoption of New Payment Technologies by Millennials and GenZ.
- Financial Inclusion and Digital Financial Literacy Among Millennials and GenZ
- User-Centric Payment Interfaces and Experiences.

Target Audience

Industry Experts and Leaders

- Executives from financial institutions, banks, and payment service providers.
- Leaders of fintech companies specializing in digital payment solutions.

Entrepreneurs and Innovators

- Founders and CEOs of startups focusing on payment technologies and fintech innovations.
- Innovators working on AI, blockchain, and IoT applications in the payment sector.

Digital Natives and Consumers

- Millennials and GenZ individuals who are actively involved in digital payment transactions.
- Tech-savvy consumers interested in learning about the latest trends and advancements in payment technologies.

Government Representatives and NGOs

- Policy makers and regulators involved in shaping the financial landscape.
- Officials from ministries of finance, economic development, and ICT.

Why Sponsor

Access to a Targeted Audience

The forum attracts a highly targeted audience of Millennials and GenZ individuals, who are digital natives and early adopters of new payment technologies. Sponsors can showcase their new and existing payment solutions, products, and services to a receptive audience.

Brand Visibility and Recognition

By associating their brand with an event focused on the future of payments and digital innovation, sponsors enhance their visibility and brand recognition among tech-savvy consumers.

Innovation and Product Development

By engaging with attendees and participating in discussions, sponsors can gather feedback and ideas to inform their product development strategies and innovation initiatives.

Improved Product Quality

By sponsoring this forum, brands get the first-hand knowledge about the consumer behavioral patterns of Millennials and GenZ. This helps them to develop user-centric payment interfaces and experiences.

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