

同行·同心·同赢

Purity and Transparency nourishing the mind and the soul

-Nanjing Branch on building influential client relationship with pianist Kimball Gallagher's mini concert

In order to expand pathways for reaching individual clients and to bring innovation and development to the new model for personal marketing, Nanjing Branch launched, in the beginning of the year, a plan to build relationships with influential clients by spreading our brand culture with regards to personal banking, and promoting products, services, and experiences through word-of-mouth publicity. The Nanjing Branch held the first series of salon events on January 12 at the Nanjing Yanlord International Apartments Club, featuring pianist Kimball Gallagher in concert.

First event

This mini-concert was the first attempt the bank made to progress on building influential client relationships; it was the first time that the clients were invited on a first-come first-served basis and the first time a salon concert setting was organized purposefully towards clients' hobbies and interests. Furthermore it was a valuable experience since the aspect of public welfare was involved in an intentional artist's worldwide tour.

In this event, the Nanjing Branch Invited the very prestigious, vibrant and virtuosic pianist on the musical stage— pianist Kimball Gallagher. The piano salon culture he advocates has reached the high social class in the United States and Europe, meanwhile he still insists on teaching in the music school in Afghanistan, spreading his musical belief and philosophy while actively participating in the public service. The event was part of his 88 concert tour around the globe, spreading music that purifies the soul.



Refinement, interaction, surprise - Experiencing the most unexpected excitement



More than 30 influential VIP clients who enjoy classical music were invited to this event. Among the clients presented on the day, the event also attracted two music professionals and one Chinese-American musician to attend.

On the occasion, pianist Kimball Gallagher played more than 10 widely known pieces of music as well as his own musical compositions. In between pieces, he interacted with the audience

as well as introducing information regarding the music. The Bank also prepared an exquisite tea break, during the tea break the pianist mingled with the audience while the bank took pictures for each client with the pianist to capture the memorable moment.

At the climax of the day, the bank had a special surprise, the pianist Kimball Gallagher deliberately used the name of a female VIP client and improvised a piece of music dedicated to her. The lady was very surprised and moved.

An enjoyment for the soul, a sublimed experience

When the Concert was approaching the end, Miss Chen Xiang, the manager of the individual finance department of the Nanjing Branch, gave a speech to thank the pianist for his superb artistry and admirable character. She also showed appreciation towards the support over the long period of time from the influential clients on behalf of the bank, and she hoped that in everyday life, we would all allow more space for purity and transparency to nourish our heart and soul.



卓而有信 成就人生