

Will you remain the
Investment Manager
of choice?

12th Marketing Wealth Management Services TO High Net-Worth Individuals

Summit

Tuesday, October 26th and Wednesday, October 27th, 2010 | Metropolitan Hotel, Toronto

Digital Marketing | Build AUM | Client Acquisition & Retention
Service Models | Social Media | Realities & Opportunities

TAKE away these 10 KEY BENEFITS:

- 1 **IMPLEMENT** a strategic digital and online communications plan
- 2 **BUILD** your assets under management
- 3 **POSITION** yourself properly in a competitive landscape
- 4 **MASTER** the client service models of the future
- 5 **PINPOINT** growth verticals for HNW and target each accordingly
- 6 **LEVERAGE** technology to prospect, manage and increase AUM
- 7 **DETERMINE** the profitability of your HNW relationships
- 8 **RETAIN** clients with value-added services and products
- 9 **DEVELOP** intergenerational financial literacy
- 10 **REMAIN** the investment manager of choice

Hear from These Wealth Management Leaders:



Craig Pfeiffer
*Director of Marketing &
The Client Experience*
Morgan Stanley Smith Barney
(New York)



Winthrop H Smith, Jr.
Chairman (incoming)
Richardson GMP



Joe Calabrese
President
Harris myCFO, Inc. (Chicago)



Sam Sivarajan
*Managing Director,
Head of Private Wealth Management*
UBS Wealth Management



Charlotte Beyer
Founder & CEO,
Institute for Private Investors
Founder,
Investor Education Collaborative
(New York)

Supporters:

Register
Today

www.marketingwealthmanagement.ca



...Will you remain **THE** advisor of choice?

Technology
Disruption

+

Client
Anxiety

+

Intense
Competition

**Your Biggest
Threat and
Opportunity**

Technology, recession and new entrants into the wealth management space has affected HNW clients like never before...

Research shows that HNW clients are expanding their sources of advice and spending more time monitoring their financial affairs.

Intergenerational wealth transfer is now underway. A new class of clients is emerging, with attitudes and behaviours UNLIKE their predecessors.

Investors are more informed with more options at their disposal thanks to the Internet.

New players are clamouring for a piece of market share and nipping at your heels.

ARE YOU PREPARED? Are you ready to set your strategic plan for the next five years?

Your first step: This conference!

TAKE away 6 additional benefits unavailable elsewhere:

- 1 Networking time to gain referrals and build strategic alliances
- 2 Dedicated Q&A time after each session
- 3 Comprehensive data from leading research and consulting firms
- 4 Face-to-face time with industry shakers and movers
- 5 Interactive panel discussions with top wealth strategists
- 6 Value-added portfolio of conference presentations

All the stakeholders will be united in one place, at one time. You can't afford to miss this exclusive forum, with unmatched opportunities to network, source referrals, and build partnerships.

TAKE away these 10 KEY BENEFITS:

- 1 **IMPLEMENT** a strategic digital and online communications plan
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- 5 **PINPOINT** growth verticals for HNW and target each accordingly
- 6 **LEVERAGE** technology to prospect, manage and increase AUM
- 7 **DETERMINE** the profitability of your HNW relationships
- 8 **RECRUIT** and retain clients with value-added services and products
- 9 **DEVELOP** intergenerational financial literacy
- 10 **REMAIN** the advisor of choice

SOURCE insights and best practices from these 10 leading firms:

- 1 Harris myCFO (Chicago)
- 2 UBS Bank
- 3 Richardson GMP
- 4 Morgan Stanley Smith Barney (New York)
- 5 Dundee Wealth Management
- 6 TD Waterhouse Canada
- 7 Morgan Meighen & Associates
- 8 Bank of American Merrill Lynch (New York)
- 9 Stonegate Private Counsel
- 10 RBC Dominion Securities

Emulate their success and establish your organization as the next leader! This conference only comes around once a year; register now, as this event is sure to sell out!

Register Today Space Is Limited And Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in wealth management. Register for our limited spaces.

☎ 1-866-298-9343 ✉ registrations@strategyinstitute.com

Attend this high-level summit specifically designed for the following:

Private Investment Counseling Firms

| Private Banking | Trust Companies |
Mutual Fund | Hedge Funds |
Retail Brokerages | Financial Advisory
Companies | Life Insurance Companies

- ✓ **Implement** a digital marketing strategy
- ✓ **Build** your assets under management
- ✓ **Position** yourself to win in a competitive landscape
- ✓ **Retain** HNW clients with value-added products
- ✓ **Master** the client service models of the future
- ✓ **Gain** new referrals and build strategic alliances

Law and Accounting Firms | Research Firms | Consulting Companies | Advertising Agencies | Marketing Firms | Technology Solutions Providers

- ✓ **Showcase** your firm's expertise in wealth management
- ✓ **Network** with peers and industry leaders and build new business
- ✓ **Stay on top** of the latest wealth management trends and data

Strategy Institute is proud to host the 12th Marketing Wealth Management Services to High Net-Worth Individuals Summit. This forum provides the knowledge and insights for wealth management professionals to build their business, increase AUM and profitability, as well as win new clients.

This high-end conference was developed with the thoughtful input of industry leaders and past delegates. In an exclusive setting, senior executives connect with their colleagues to exchange best practices, build referrals, and enhance decision-making.

Ensure Your Leadership with a Customized Sponsorship / Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **Bill Lem** at 1-866-298-9343 ext. 250, or email bill@strategyinstitute.com.

Don't take our word for it, hear what your peers have to say:

"Good content, applicable to me"

- Brian Wrixon, **VP, Industrial Alliance**

"The conference is excellent. Everything is very impressive. No speaker is disappointing - wonderfully informative!"

- Henry Berglez, **Advisor, HB Financial Services**

"As I work for a mutual fund company, selling to advisors, it's very helpful understanding the issues from the advisor's (our client) perspective."

- Sarah Hanson, **Marketing Manager, SEI**

"Insightful, practical wealth of information"

- Bedros Sarkissian, **Principal, SFG**

"Raised my awareness and inspired me to move to a higher level of advice"

- Alan Atkins, **Sr. Financial Advisor, Dundee Private Investors**

"Great variety of speakers and topics"

- Lessa Joseph, **Manager, Marketing Strategy, HNW, RBC**

Bring your team and benefit from special pricing:

Ensure all members and staff of your organization understand the latest trends and best practices in servicing affluent clients. Take this opportunity to develop a shared vision with them. Send your entire team and increase your AUM.

Register Online

www.marketingwealthmanagement.ca



DAY 1

Tuesday, October 26th, 2010

7:45 AM

Registration Opens & Continental Breakfast

8:30 AM

Opening Comments from the Chairperson

8:45 AM KEYNOTE ADDRESS

What It Takes to Build Trust, Develop Relationships and Win HNW Clients



Joe Calabrese,
President,
Harris myCFO, Inc. (Chicago)

Joe has more than 20 years of financial services and wealth management industry experience with a broad background in investment management, finance and taxation.

9:30 AM SECURING PROFITABILITY

Position Yourself to Win: Secure Leadership in a Hyper Competitive Landscape

You need to know how to position yourself to win with an increasing number of firms and institutions focused on the HNW market. Anticipate changes, make adjustments, and increase your AUM. Source strategic intelligence to put you in the winner's circle...

- Understand the current and future competitive landscape
- Learn who the key players are, from investment counsel, insurance, MFOs and more
- Identify marketplace innovations and set your strategy

Gain valuable knowledge on the HNW market and strategize accordingly.



Keith Sjogren,
Director, Research and Advisory Services,
Investor Economics

10:15 AM

Mid-Morning Networking Break

Interact with conference speakers and fellow attendees and secure important new business contacts.

10:45 AM SOCIAL MEDIA STRATEGIES

How to Master Web 2.0 to Increase Affluent Client and Prospect Engagement

The Internet has drastically changed the financial services sector. Will you leverage the opportunity for improved and immediate information access, but at the same time manage the associated risks?

- Understand the types of social media tools available
- Explore the best uses of social media, risks, rewards, and effectiveness
- Develop an effective client communication plan

Learn how social media can help your firm improve client engagement and experience.



Stacey Haefele,
President & CEO,
HNW Inc. (New York)

11:30 AM SETTING YOUR STRATEGIC PLAN

Wealth Management Business Model: Options to Maximize Your Profit and Valued-Added Client Benefits

There is a variety of business models in how to service and provide for private clients. Some are traditional, some innovative. Which one is winning out?

- Explore the products and service offerings employed by the most successful firms
- Determine the pros and cons of the various business models for affluent clients
- Evaluate how various business options differ in terms of service and product offerings, economics, skill sets, personnel, and operational requirements

Take away different practices employed by firms to maximize their organization internally.



James Pelmore,
Senior Investment Advisor,
Director, Private Client Group,
DundeeWealth Inc.



Sam Sivarajan,
Managing Director,
Head of Private
Wealth Management,
UBS Bank



Sandra Henderson,
VP & Managing Director GTA,
BMO Harris Private Banking

12:30 PM

Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

About Strategy Institute

Strategy Institute is proud to be a facilitator of information sharing for the financial services sector for over 15 years. We strive to strengthen the foundation of Canada's economy through conferences such as the "Compliance and Risk Management Strategies for Portfolio Managers," "Alternative Investments for Institutional Investors," and "Estate Planning Strategies."

Register
Today



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1:45 PM KEYNOTE ADDRESS

Beyond Stewardship: Intergenerational Financial Literacy and Education



Charlotte Beyer,
Founder & CEO, Institute for Private Investors
Founder, Investor Education Collaborative (New York)

In September 2007, Charlotte was the third recipient, and first woman, honoured with a Lifetime Achievement Award at Institutional Investor's annual High-Net-Worth Industry Awards.

2:30 PM PRODUCT DEVELOPMENT

Developing Products and Services to Tap Into the Growing HNW Retiree Market

To retain relationships with existing HNW customers transitioning into retirement or to attract new customers making the move, maximize your asset gathering among HNW retirees and pre-retirees by better understanding:

- What the term "retirement income" really means today
- Relative interest in key retirement income products and strategies currently available
- Messaging that most resonates when discussing income in retirement

Discover the opportunities that existing market gaps offer to your firm.



Christy White,
Principal & Co-Founder,
Cogent Research (Cambridge, MA)

3:15 PM

Mid-Afternoon Network Break

Interact with conference speakers and fellow attendees. Share your thoughts on the day's sessions.

3:30 PM

Uncovering Technology Innovations to Help You Implement Your Marketing Plan and Manage Your HNW Clients

Through new software and technology, your company can effectively organize your client base to identify specific client care needs. At the same time, this technology can help your organization data mine for future clients. Without this information, your company will be left behind.

- Listen to the different types of technology that can work for your company
- Hear about software that can help you organize your client base
- Enhance business processes and effectiveness

Leverage technology to prospect, manage and increase your sales in the HNW market.



4:15 PM HNW MARKET FUTURE

What Does the Future Hold and Capitalize on Opportunities

Understanding the growth potential of various HNW groups will help your company successfully attain an increased HNW client base.

- New look at HNW categories and market size
- Assess the characteristics, attitudes and needs of each segment
- Where do future opportunities exist?
- Explore the implications of aging population

Learn how social media can help your firm improve client engagement and experience.



Benjamin Poor,
Director, Institutional Practice,
Cerulli Associates (Boston)

5:00 PM

Social Activity

Be at the center of action with the leaders and thinkers in wealth management. Source referrals, build strategic alliances and take your businesses to the next level.



Evening Social Activities

Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining fellow delegates and speakers for complimentary appetizers in the hotel lounge **



DAY 2

Wednesday, October 27th, 2010

7:45 AM

Registration Opens & Continental Breakfast

8:30 AM

Opening Comments from the Chairperson

8:45 AM DIGITAL MARKETING

Building AUM on the Web: Strategies, Best Practices, Risks and Realities to Win HNW Clients

The financial services and wealth management industry historically thrived on discretion. The digital era, however, flooded the market place with more information, engagement and marketing opportunities.

- Maintaining your net presence
- Developing, telling and controlling your brand story
- Staying compliant online: regulations, security issues and liabilities

Incorporate a sound digital strategy to help you achieve your marketing and communications objectives.



Craig Pfeiffer,
Managing Director, Director of Marketing and
The Client Experience,
Morgan Stanley Smith Barney (New York)



9:30 AM ELITE ADVISORS SPEAK OUT!

Get Inside Information From On What HNW Clients Need And How You Can Facilitate Improved AUM

Learn from some of the top wealth managers on how your company and marketing plans can make it easier for wealth managers to access the HNW market. Attend this session and create an important dialog on how you can improve your sales.

- Identify services and products that are 'hot' with the affluent
- What HNW clients look for when choosing a wealth management company
- Address the importance of total client care

Gain an understanding of how you can become high earners in the HNW market.



Keith Thomson,
Managing Director,
Stonegate Private
Counsel



Don Allen,
VP & Director,
Allen Wealth Management
Group, RBC Dominion
Securities (Vancouver)



Susan Latremaille,
Director, Wealth Management,
Wealth Advisor,
The Latremaille Group, Richardson GMP Ltd.

10:15 AM

Mid-Morning Networking Break

Interact with conference speakers and fellow attendees and secure important new business contacts.

10:45 AM SECURING PROFITABLE CLIENTS

How to Determine the Profitability of Your HNW Relationships

Do you need to fire some clients? The affluent market is more sophisticated, demanding and powerful, making it a challenge to improve profitability. With high service expectations and low fees, how do providers ensure profitability within the HNW segments?

- Segment clients beyond AUM and identify associated costs
- Explore strategies to keep relationships profitable
- Adjust your cost structure and services accordingly

Examine the services and tasks that are revenue generating (and not) for your client segments.



Steve Crosby,
Practice Leader, Global Wealth Management,
PricewaterhouseCoopers (New York)

Register
Today



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registrations@strategyinstitute.com

11:30 AM EXCLUSIVE SESSION

Client Experience Innovations and Service Model of the Future: How to Ensure You Are the Advisor of Choice

Your clients have become more savvy and sophisticated. Accessing financial information and switching providers is easier than ever. What do you need to do to stay ahead of the curve and offer an excellent client experience?

- Review the current service models and how they will evolve
- Evaluate the value of the experience you are offering
- Identify the resources and factors for success

Build and strengthen your client relationships with a value-added service model.



Clive Robinson,
SVP, Head of Private
Wealth Management,
**Morgan Meighen
and Associates**



Steven M. Samuels,
Managing Director,
Client Solutions and
Global Practice Management,
**Bank of America Merrill
Lynch**

David Buchanan,
Vice President of HNW,
RBC

12:15 PM

Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM KEYNOTE ADDRESS

Past, Present and Future: Challenges and Opportunities in Wealth Management



Winthrop H. Smith, Jr.,
Chairman (incoming),
Richardson GMP

Mr. Smith joined Merrill Lynch as an investment banker and was with the firm for twenty-eight years, most recently as President, International Private Client Group, and Chairman, Merrill Lynch International, Inc. His father was a founding partner. Win has interacted closely with U-HNWI throughout his career.

2:15 PM

The Role of Wealth Advisors in Offering Philanthropy Services to HNW Clients

Client demand for philanthropy services are expected to remain strong. With complex and sensitive requirements, is your firm adequately prepared to offer and market services ranging from planning, vehicle structuring, selection, and monitoring?

- Barriers and benefits to offering philanthropy services
- Tools and products that help define what, when and how to give
- Fees associated with providing such services

Assess your level of commitment to offering philanthropy services and gear up accordingly.



Jo-Anne Ryan,
VP, Philanthropic Advisory Services,
TD Waterhouse Canada

3:00 PM

Mid-Afternoon Network Break

Interact with conference speakers and fellow attendees. Share your thoughts on the day's sessions.

3:15 PM RETENTION STRATEGIES

Retaining HNW Clients: Opportunities and Insights for Success

Competition for the HNW client is fierce. The cost of acquiring a new client is high, so you want to focus on retaining your existing clients. Ensure you're doing everything you can to keep your clients!

- Meet and manage client expectations
- Build trust and loyalty
- Enhance the value proposition

Ensure your client retention program is comprehensive and effective.



Preet Banerjee,
SVP, **Pro-Financial Asset Management**
Money Expert, **W Network**

4:00 PM

Conference Adjourns

OUR VENUE



Metropolitan Hotel Toronto

Our conference venue is situated at the centre of the city's financial and shopping districts at The Metropolitan Hotel Toronto. This premier downtown hotel offers a quiet retreat set amongst a vibrant urban locale.

Book your accommodations before Oct. 1st by calling toll-free 1-800-668-6600 to take advantage of the Strategy Institute rate of \$163/night. Book your room early as this block will sell out!

Staying at the hotel has advantages:

- ① Steps away from networking activities
- ② Just a few blocks away from shopping, theatre and downtown Toronto attractions
- ③ Complimentary morning downtown limousine shuttle
- ④ Excellent fitness center and swimming pool

108 Chestnut St. Toronto, ON, CANADA M5G 1R3

(near the corner of Armoury and University Ave.)

Call toll-free: 1-800-668-6600

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Online

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of choice?

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Management Services TO High Net-Worth Individuals Summit

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Digital Marketing | Build AUM | Client Acquisition & Retention | Service Models | Social Media | Realities & Opportunities



ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
Head of Wealth Management,
Private Client Services,
Training, or HNW Sales & Marketing

OPEN NOW
to take advantage

- Build AUM**
- Client Acquisition & Retention**
- Service Models**
- Competitive Landscape**
- Realities & Opportunities**
- HNW Segmentation**

Please register this person for **12th Marketing Wealth Management Service to High Net-Worth Individuals Summit**

HOW TO REGISTER

Phone: 1-866-298-9343

E-Mail: registrations@strategyinstitute.com

On-line: www.marketaccesscanada.ca

Mail: Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

Registration Fee: The registration fee for MARKETING WEALTH MANAGEMENT SERVICES TO HIGH NET-WORTH INDIVIDUALS 2010 is \$1895. This investment includes luncheon, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company check, VISA, MasterCard, or American Express. Please make checks payable to the Strategy Institute Inc.

GROUP DISCOUNT: A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference cost.

Cancellations: Cancellations must be received in writing by October 12th, 2010. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

****Evening Social Activities:** You are responsible for own consumption costs.

Conference Code: 110023

1 CONFERENCE INVESTMENT

Conference Investment	SAVE \$ 300 register by Jul. 30	SAVE \$ 200 register by Aug. 31	REGULAR
Conference ONLY	<input type="checkbox"/> \$ 1,595	<input type="checkbox"/> \$ 1,695	<input type="checkbox"/> \$ 1,895

2 CONTACT DETAILS

DELEGATE NAME: _____ TITLE: _____

COMPANY/FIRM: _____

ADDRESS: _____

CITY: _____ PROV/STATE: _____ POSTAL CODE: _____

TELEPHONE: () _____ FAX: () _____

MOBILE: () _____ EMAIL: _____

APPROVING MANAGER'S NAME: _____ TITLE: _____

3 METHOD OF PAYMENT

HST# R138790662

- VISA MasterCard American Express Payment Enclosed Please Invoice Me
(Invoice due upon receipt)

CARD HOLDER'S NAME: _____

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SIGNATURE: _____

Strategy Institute reserves the right to change or adjust the agenda without notice.

MULTIPLE ORDERS PLEASE PHOTOCOPY