The Platforum V Conference

- 13th October Grand Hall, The Grand Connaught Rooms, London -

Principal Sponsor:

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0900-1055 SETTING THE SCENE

0900-0925 Chair's Introduction and Market Update – HOLLY MACKAY, MD, THE PLATFORUM

0925-0955 Adviser Speak – Three advisers describe their platform journey to date

DUNCAN HANNAY-ROBERTSON, CFP, TAYLOR VINTNERS
DOUG BRODIE, DIRECTOR, MASTER ADVISER IFA LTD
PHILIP WISE, MD, SPOFFORTHS

QUESTIONS FROM THE FLOOR

0955-1020 Platforms in 2011 and Beyond – NICK DIXON, MARKETING DIRECTOR, SKANDIA

1020-1045 The Market's Newest Platform – RICHARD HOWELLS, UK INTERMEDIARY SALES DIRECTOR, ZURICH

1045-1055 ***QUESTIONS FOR NICK AND RICHARD***

COFFEE BREAK 1055 – 1120

1120-1245 NEW CHANNELS AND NEW IDEAS – WHAT'S ON THE DEVELOPMENT AGENDA AND HOW CAN ADVISERS ADAPT?

1120-1145 Bringing the workplace and retail markets together for advisers and investors – GARY SHAUGHNESSY, UK MD, FIDELITY

- The Defined Contribution and Personal Investment (Retail) markets have historically been separate
- Client need and the requirement to deliver advice and related services at a competitive costs are driving a process of convergence

- This presentation will look at the current situation, key drivers of change, and consider the future state of the market.

1145-1155 ***QUESTIONS FOR GARY***

1155-1220 Platforms: Does one size fit all? – **RYAN HICKE, HEAD OF UK BUSINESS, SEI**

Holly Mackay interviews SEI's UK Head of Business, Ryan Hicke, about his observations on platform development. Can one platform really support lots of different propositions? How are D2C and discretionary businesses sitting alongside more traditional adviser platforms? What are his clients telling him they need and how is the market evolving? With questions welcomed from the floor, this is an interactive session looking at future platform and advisory models.

1220-1230 New technology 1 - **MIKE FREE, CEO, SAMMEDIA**

A new way to deliver information to customers?

1230-1240 New technology 2 – **YONI ASSIA, CEO, ETORO**

How to follow a fellow investor – the world's biggest investment social community.

1240-1250 New technology 3 – **WILLIAM WATLING, PRODUCT DIRECTOR, CAPITA FINANCIAL SOFTWARE**

Comparing off-platform assets with on-platform assets.

1250-1300 ***QUESTIONS FOR MIKE, YONI AND WILL***

LUNCH 1300-1345

1345-1535 DIFFERENT PLATFORM JOURNEYS – PLATFORM JOURNEYS, AN ADVISER'S JOURNEY AND THE CUSTOMER INVESTMENT JOURNEY

1345-1410 An adviser's platform journey – 10 years of platform use
VERONA SMITH, HEAD OF PROPOSITION, COFUNDS AND MYLES JACOBS, MD, KELLANDS

Verona will present the platform perspective for 5 minutes – how has the world changed over the last 10 years, touching on the change in the regulatory environment, competitor environment and partnerships. Then Myles will talk about the view from the adviser business, what a platform has meant to the Kellands business - a "warts and all" account. We leave 5 minutes for questions from the floor.

1410-1500 The customer investment journey

What is the optimum way for an adviser to manage the investment piece of the equation – and what are some of the things to think about along the way?

Risk profiling – what is the pay-off between risk and return and do customers really understand this? How can advisers manage this process, especially in light of the FSA's recent paper on this? **PAUL RESNIK, COFOUNDER, FINAMETRICA** (7 mins)

OK. So we've talked about risk, now let's think about the investments. So let's take a cheque for £100,000 and simulate....oh hang on. In the real world, customers have existing assets, not cash. How does that work?
JOHN BAXTER, FOUNDER, VERACITY (7 mins)

So once an adviser is ready to invest a client's assets, they have the option of:

- Use of risk rated funds within the investment process
  GRAHAM BENTLEY, HEAD OF PROPOSITION MARKETING, SKANDIA (5 mins)
- Model portfolios
  TIM HALE, ALBION STRATEGIC (5 mins)
- DFM
  MATTHEW HUNT, FOUNDER, PROSPECT WEALTH MANAGEMENT (5 mins)

Is anyone of these models better than the other? Are they suited to particular customers/advisers? How is the market developing?

RAYMOND JAMES'S DAVID HAZLETON, HEAD OF BUSINESS DEVELOPMENT will then (attempt to) summarise the discussion and open up to questions from the floor.

1500-1525 Our journey – teething pains, tipping points and what we've learnt
PAUL MATTHEWS, UK CHIEF EXECUTIVE, STANDARD LIFE

Standard Life UK Chief Executive, Paul Matthews, will walk us through their journey and explain what they mean by scale, question what the term platform really means and share some learnings as thoughts for the future.

1525-1535 ***QUESTIONS FOR PAUL***

TEA BREAK 1535-1610

1610-1705 HOW DO YOU GET CLIENTS, SERVICE CLIENTS AND KEEP THEM HAPPY!? – ADVISER TALK

1610-1630 Social Media and Applied Customer Insight in Financial Services – **ANDREW LLOYD, DIRECTOR, LOGICA**

Social media and data management are tools that, if used properly, can take the company/customer relationship to the next level. By listening, understanding, caring about potential and existing customers' preferences, companies can improve customer awareness and loyalty, raise satisfaction, and reduce costs.

1630-1635 ***QUESTIONS FOR ANDREW***

1635- 1705 The Future – what does the adviser model of the future look like? What's on the agenda for IFAs? Session chaired and introduced by **PHIL YOUNG, MD, THREESIXTY SERVICES** who will be joined by **PHIL BILLINGHAM, HEAD OF BUSINESS CONSULTANCY, THREESIXTY SERVICES**. The two Phils will take questions submitted by advisers and providers prior to the event and on the day.

1705-1725 FURTHER QUESTIONS, DEBATE, SUMMING UP AND BREAK FOR EVENING DRINKS AND CANAPÉS

DRINKS AND CANAPÉS FOR DELEGATES AND GUESTS
1725-2100

Delegates are invited to join us at the close of the conference for The Platforum party where champagne, wine and canapés will be served. This will be a further chance to network, catch up with some of the speakers from the day and chat with your peers.

THIS WILL BE A BIG PARTY – DON'T RUN AWAY!!

2100 – EVENT CLOSES

Conference Venue: **Grand Connaught Rooms, 61 - 65 Great Queen Street, London, England, WC2B 5DA. +44 (0)20 7405 7811**

All delegates attending this event will be able to claim Continuous Professional Development (CPD) credits. This event has been allocated 11.5 points in Practice Management.