

**THE  
FINANCIAL  
PLANNING  
CONFERENCE  
2019**

30 September – 1 October Birmingham

## Sunday 29 September 2019

19:00-21:00	<p>Welcome drinks</p> <p>Informal welcome drinks for delegates booked on to the two-night package</p>
-------------	---

## Conference Day 1 – Monday 30 September 2019

08:30	Registration, coffee and refreshments		
09:00	<p>Welcome address</p> <p><i>Michael Cole-Fontayn MCSI, chair, Chartered Institute for Securities &amp; Investment</i></p> <p><i>Martin Ruskin CFP™ Chartered MCSI, client director, Paradigm Norton Financial Planning, and chair of the Financial Planning Forum Committee</i></p>		
09:30	<p>Future politics: living together in a world transformed by technology</p> <p><i>Jamie Susskind, author, speaker and barrister</i></p> <p>Tech is changing everything. This talk will challenge us to rethink what it means to be free or equal, to have power or property, and what it means for a political system to be just or democratic. A fascinating and thought-provoking session.</p>		
10:15	<p>Too clever by half: how intelligent people can minimise mistakes in the advice process</p> <p><i>Stuart Podmore, investment propositions director, Schroders</i></p> <p>We're intelligent people in the financial planning and wealth management profession, or at least we like to think so. In this presentation, Stuart will explore some recent developments in psychological theory to explain why working with client and planner bias can be challenging in ways we might not have anticipated. We'll explore how we might avoid Pinker's 'curse of knowledge' and develop client narratives, and how we shouldn't assume that intelligence always leads to the avoidance of cognitive bias. In fact, there might be occasions when we can harness the power of bias for success or engage intellectual humility and curiosity to reach improved client outcomes. In tough times, the ability to fail well and deal with mistakes is key to competitive advantage.</p>		
11:00	Coffee and networking in the exhibition hall		
Streams	Focus on your clients	Spotlight on your business	Get ahead technically
11:30	<p>Putting the client first: looking under the bonnet of a financial planning firm</p> <p><i>Sapna Shapero, paraplanner, Chesterton House</i></p> <p><i>Anja Turvey, system developer, Chesterton House</i></p> <p>Looking 'under the bonnet' of the financial planning firm, eg, client relationship management; example processes; what's done before, during and after progress meetings.</p>	<p>Client fee agreements and contracts: the legal dos and don'ts</p> <p><i>Philippa Hann, partner, Clarke Willmott</i></p> <p>When reviewing legal cases involving regulated advisers, Philippa goes through a particular process. In this session she will highlight the legal process and the common mistakes and errors that she sees regularly when reviewing the legalities of client agreements and contracts/terms of engagement. Her analysis shows regulated advisers are omitting items from their contracts and leaving themselves wide open for potential legal action in the future if a complaint is made. Learn what those mistakes are and how to avoid them.</p>	<p>Tapered annual allowance and the particular problems of funding for high earners</p> <p><i>Clare Moffat, head of business development, Royal London</i></p> <p>High earners are limited on the amount that they can contribute to pensions without paying a tax charge. Since 6 April 2019, the tapered annual allowance has been having more of an impact than ever before. During this session we will look at case studies and examples of the various situations and how they might impact high-earning clients, and when paying a tax charge could still be the best option.</p>
12:15	Lunch and networking in the exhibition hall		



## Conference Day 1 – Monday 30 September 2019 continued

13:20	Move to streams		
Streams	Focus on your clients	Spotlight on your business	Get ahead technically
13:30	<p><b>Retirement: probabilities, problems and the power of policy</b></p> <p><i>Amyr Rocha-Lima CFP™ MCSI, partner, Holland Hann &amp; Wills</i></p> <p>As cashflow planning and Monte Carlo analysis become increasingly popular in retirement planning, financial planners are talking more about the probabilities of a client's success or failure. Most planners evaluate client goals, look at the probability of success (defined usually as not running out of money), and the client then makes a decision about whether they like the result or not. However, given the long-term nature of a retirement plan, the truth is that 'failures' might merely require mid-course adjustments and that 'successes' actually leave over excess money. Which is why it's so important to agree on a withdrawal policy statement to guide the financial planner's (and the client's) actions going forward.</p>	<p><b>Building your business via social media</b></p> <p><i>Roger Whitney CFP® the 'Retirement Answer Man', co-founder WWK Wealth Advisors</i></p> <p>Roger is known as the 'Retirement Answer Man'. During this session he will share how he uses social media to build his business. Social media has its upsides and downsides, but for many it is an engaging way to build a public profile and grow their financial planning businesses. It can be particularly relevant for those proposing to offer clients services to younger clients and children of existing clients.</p>	<p><b>Later life advice, IHT planning, keeping assets within the family</b></p> <p><i>Tish Hanifan, joint chair, Society of Later Life Advisers (SOLLA)</i></p>
14:15	<p><b>Countering financial abuse</b></p> <p><i>Erin Linehan, associate general counsel, VP-compliance, head of dispute resolutions and senior and at-risk investors, Raymond James Financial</i></p> <p>With an ever-expanding ageing population and the FCA's focus on servicing vulnerable clients, it is critical to understand the special attention this class of investors requires. You will learn the importance of flexibility, engagement and communication and have a better appreciation of the complexity involved. We will also examine red flags that can indicate when a customer may be in distress and share best practices for managing these relationships and behaviours that can assist in maintaining the client relationship with future generations. We will discuss:</p> <ul style="list-style-type: none"> <li>• what to look out for</li> <li>• how to identify who is vulnerable</li> <li>• what you can do about it</li> <li>• procedures to reduce the risk of it.</li> </ul>	<p><b>Marketing your business: how to get the most out of what you spend</b></p> <p><i>Laura Janes, founder and MD, Uniquity</i></p> <p>Financial planners might not be natural marketeers, but they do need to market their business in one way or another. That might be to attract new clients, keep existing clients or to help build professional relationships with other professionals, such as accountants and solicitors. So, if you are going to spend your money on marketing, where is it best spent?</p>	<p><b>The impact of Product Intervention and Product Governance</b></p> <p><i>Rory Percival, Rory Percival Training and Consultancy</i></p> <p>Since the FCA issued the Product Intervention and Product Governance (PROD) guidance, many firms have been slow to appreciate the real impact this will have. It can be especially complicated where cashflow services are offered and one platform is used by all clients. This session aims to bust myths and give practical tips to help financial planning firms understand the issues that impact them and put processes in place to adhere to the requirements.</p>
15:00	Coffee and networking in the exhibition hall		
15:30	<p><b>CISI update</b></p> <p><i>Jacqueline Lockie CFP™ Chartered FCSI, head of financial planning, Chartered Institute for Securities &amp; Investment</i></p>		
16:00	<p><b>What would you do? Ethics discussion and voting on a real financial planner's dilemma</b></p> <p><i>Rebecca Aston, head of professional standards, Chartered Institute for Securities &amp; Investment</i></p> <p>Attendees will discuss and debate real-life ethical dilemmas, before voting on what they would do in that situation. This session aims to help people feel more confident when facing ethical dilemmas, encourage communication amongst peers, and use the CISI Code of Conduct as a decision-making tool.</p>		
17:00	End of day 1		
18:30	The Financial Planning Gala Awards Networking drinks		
19:00	The 2019 Financial Planning Gala Awards Dinner		



# Conference Day 2 – Tuesday 1 October 2019

08:30	Registration, coffee and light refreshments		
09:00	<p><b>The thick edge of the wedge: The future for financial services and the client service dynamic</b></p> <p><i>Professor Deen Sanders OAM, ethics and professionalism leader partner, Governance, Regulation &amp; Conduct, Deloitte-Australia, and former chief professional officer at FPA Australia</i></p> <p>Professor Sanders offers some predictions for the future of advice, and proposes that:</p> <p>The future of financial advice is set for radical change. On a practical level, the recent model of advice responds more to a finely nuanced compliance with the law than to a simple focus on genuine client interest. It is not just potentially incorrect; it is also too costly to continue. The current practice relies on organisational scale and large or dedicated compliance staff, paraplanners and business teams. At a corporate level, this model has historically been heavily reliant on subsidisation of the costs from parent entities and other income streams. It cannot survive without a substantial change in either pricing to the client or cost efficiencies in the business. However, the change to financial advice models will have to be more than an economic outworking of the current cost pressures, it will have to address (to its core) a new expectation for truthful, authentic service models and client relationships.</p> <p style="text-align: right;">Deloitte report co-authored by Professor Deen Sanders OAM</p>		
09:45	<p><b>The importance of working with vulnerable clients</b></p> <p><i>Martin Lines, business development director, Just</i></p> <p>Is a client vulnerable? At first glance this appears to be fairly straightforward, but vulnerability is a complex area. This session will bring you right up to date on the FCA's recent guidance consultation. You will hear about the lessons that can be learnt by firms when it comes to meeting the needs of vulnerable consumers. Having the understanding and skills to recognise and respond to client needs is key to the financial planner's role. Just will explore ideas on how procedures could be implemented and followed and examine what the key challenges are for consumers and planners. Recording sensitive information is a major consideration and we'll examine the practical rules that firms need to be aware of. Ultimately, this session is about enabling good outcomes – for all clients.</p>		
10:30	Coffee and networking in the exhibition room		
Streams	<b>Focus on your clients</b>	<b>Spotlight on your business</b>	<b>Get ahead technically</b>
11:05	<p><b>How to find out what's really important to your clients</b></p> <p><i>Andy Jervis CFP™ Chartered MCSI, director, Chesterton House</i></p> <p>Financial planning relationships are built on trust and based on a thorough understanding of a client's attitudes and concerns. In this session Andy Jervis will demonstrate how to uncover an individual's deepest motivations as the foundation for financial planning work.</p>	<p><b>How to grow your client base by acquisition</b></p> <p><i>Sandy Robertson CFP™ Chartered FCSI, managing director, Acumen Financial Planning</i></p> <p>Growing your business takes many forms, but one might be to expand by merging or buying another financial planning firm. Doing this raises a number of issues, such as finding a similar business and agreeing a purchase price. How will the new business be integrated for the long-term success and profitability of the firm?</p>	<p><b>Portfolio stress testing</b></p> <p><i>Dr Quintin Rayer DPhil, FInstP, SIPC Chartered FCSI, head of research and ethical Investing, P1 Investments Management</i></p> <p>Financial professionals are likely aware of the stress testing regulators have applied to banks and financial institutions to help identify how resilient their balance sheets would be to renewed market crises. However, it may not have occurred to them that conceptually similar approaches can be applied to their own portfolios. Dr Quintin Rayer introduces this important topic and shows how it can reassure you and your clients that portfolio risk levels have been appropriately selected, even under difficult market conditions.</p>
11:50	Move streams		



## Conference Day 2 – Tuesday 1 October 2019 continued

Streams	Focus on your clients	Spotlight on your business	Get ahead technically
12:00	<p><b>The art of simplicity</b></p> <p><i>David Swanwick, head of client services, EMEA and vice president, Dimensional Fund Advisors</i></p> <p>Financial planners have limited time with clients to explain complex investment topics.</p> <p>Using a structured communication framework, together with purposeful diagrams and visual aids can make all the difference in helping clients truly understand money.</p>	<p><b>The GDPR ready practice: what have we learnt?</b></p> <p><i>Annabel Kaye, director Irenicon, speaker and consultant on employment law and General Data Protection Regulation (GDPR)</i></p> <p>GDPR can feel like another overwhelming piece of compliance on top of a lot of other things. Despite the May 2018 implementation date, many of us are still not really clear about how it works. Even if your clients still prefer good old-fashioned pen and paper, you have to work with a secure framework.</p> <p>Annabel will outline how GDPR affects your practice through a checklist that covers:</p> <ul style="list-style-type: none"> <li>• your understanding of GDPR</li> <li>• what you need to check now</li> <li>• collecting and storing ID documents</li> <li>• handling financial data</li> <li>• outsourcing to other specialists and freelance support</li> <li>• working with non-EU support teams.</li> </ul> <p>She will No fuss, no jargon, just common sense – with a touch of humour added.</p>	<p><b>Protection: IDD</b></p> <p><i>Stephen Harold, business protection specialist, VitalityLife</i></p> <p>Stephen will cover some key points about the Insurance Distribution Directive</p>
12:45	Lunch and networking in the exhibition hall		
13:30	<p><b>Whose line is it anyway!</b></p> <p>A fun, quick-fire session. Your chance to ask the panel anything business-related. Hand in your questions at the CISI stand or Tweet your questions in advance and Martin will pose them for you.</p> <p><i>Host: Martin Ruskin CFP™ Chartered MCSI, client director, Paradigm Norton, chair of FP Forum Committee</i></p> <p><i>Panel: Chris Hargreaves, Chartered MCSI, Arrow Financial Services UK; Matthew Walne, Santorini Financial Planning; Francis Klonowski CFP™ Chartered FCSI, Klonowski &amp; Co; Ian King CFP™ Chartered MCSI, Ian King Financial Planning; Nicola Watts CFP™ Chartered FCSI, Jane Smith Financial Planning; Keith Butten CFP™ Chartered MCSI, Boosst Financial</i></p>		
14:00	<p><b>Money, happiness, and the future of financial advice</b></p> <p><i>Brian Portnoy Ph.D., CFA, head of education at Magnetar Capital</i></p> <p>Financial advice is evolving from a product to a service to an experience-focused industry. A critical element of this transformation is answering how money fits into a fulfilled life. Money isn't just a means of exchange, it's also an emotional scorecard, a central part of life's journey. Does money make us happy? And what responsibility do financial advisors have for their clients' journey? Leveraging new research in social psychology and neuroscience, we offer an answer that anchors on the distinction between being "rich" and being "wealthy" and glance the future of building sustainable financial advice practices.</p>		
14:45	Coffee and networking in the exhibition room		
15:20	<p><b>Psychology of persuasion and influence</b></p> <p><i>Philip Hesketh, Hesketh Talking</i></p> <p>A speaker specialising in persuasion and influence. His keynote talks have inspired thousands of professionals to engage in better relationships with their clients and customers and increase sales.</p>		
16:05	<p><b>Closing remarks</b></p> <p><i>Simon Culhane, Chartered FCSI, chief executive, Chartered Institute for Securities &amp; Investment</i></p>		
16:15	<p><b>'Nothing happens ... most of the time'</b></p> <p><i>Henry Schniewind, Avalanche and risk management expert, Henry's Avalanche Talk (HAT)</i></p> <p>Decision-making, risk and crisis management from an exciting avalanche point of view.</p> <p>'Nothing happens...most of the time' is the title of a blog post on Henry's Avalanche Talk. It looks at how high consequence and low validity risk contexts mislead even the best of us into making simple errors that can have catastrophic results. Henry shows how/why the international avalanche community has applied behavioural economics/finance concepts to avalanche accident prevention techniques. This can be seen in current solutions to accident reduction, which revolve more around human factors and Daniel Kahneman, expert on the psychology of judgement and decision-making, than around examining snowpack evolution, metamorphism and avalanche forecasting. Concluding on a note of optimism, Henry will look at the problem of avoidable accident reduction and provide a risk reduction framework that can make engaging in avalanche terrain, like off-piste skiing, no more dangerous than common everyday activity.</p>		