TSAM NEW YORK

Wednesday June 13, 2018
New York Marriott at the Brooklyn Bridge

Transforming Business Operations in the Digital Age

300 attendees

60 sessions

8 hours of networking

90 speakers including:

Werner Vetsch
COO
Aegon Asset Management

Farnaz Maters
CMO
Principal Global Investors

George Mussalli
CIO
PanAgora

Linda Giuliano
CAO
AllianceBernstein

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@tsambuyside The Summit for Asset Management (TSAM)

Welcome to The Summit for Asset Management (TSAM) New York

The asset management landscape is going through a phase of significant change. MiFID II & other global regulatory directives have already begun to alter the compliance landscape as we know it; alternative investment strategies have taken hold, and the digital revolution is well and truly underway in transforming business operations. In times of widespread uncertainty, the industry needs to group together to move forward.

Make sure you aren't left behind by joining us at The Summit for Asset Management (TSAM) New York 2018.

We've long since offered the premier platform for networking & peer-to-peer learning in the asset management space. This year at TSAM you can hear from the U.S. Securities & Exchange Commission, Vanguard, UBS, State Street Global Advisors, HSBC Global Asset Management, Legg Mason, AllianceBernstein, MetLife Investments, Franklin Templeton, Aberdeen Standard, T Rowe Price, Deutsche Bank & many more across our six co-located conferences.

Discover the answers you need & make those all-important connections with the most influential minds in the asset management and wider buy-side community.

I look forward to seeing you in June.

Kind regards,
James

JamesH

James Hatwell
Senior Content Producer
Osney Media

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Why Attend TSAM?

"TSAM is a melting pot of Operations, Technology, Data and Communications leaders from across the industry...insightful presentations, excellent locations and a great networking opportunity."

Christopher Edwards
Head of Solutions Delivery
Standard Life Aberdeen

- Hear from the **U.S. Securities & Exchange Commission** as well as speakers from the world's largest asset managers, as we journey through the myriad of **domestic and global regulatory requirements**
- Hear from **Citi** and **Voya Investment Management** on how to tackle complex requirements and demands to truly **align your data strategy with that of the business**
- Find out **how the asset management industry compares on the hot topic of gender equality & diversity** and what your organization can do to promote it
- Discover how **ETFs, passive investments** and **smart beta** are transforming the way the market works, and **how investment managers are measuring the risk** of these strategies
- Discuss **what the right language is to use when it comes to communication with clients.** Identify the circumstances where the use of jargon is critical, and where it should be avoided
- **Enhance your cyber security** and take away **steps to follow in case of a cyber-attack. Mackay Shields** and **Pzena Investment Management** help you to become a more robust and ready organisation
- **Find the path to digital marketing success** with experts from **Fiera Capital, Harbor Capital Advisors, AllianceBernstein** and **Franklin Templeton Investments**
- Explore the **potential of cryptocurrencies** as an asset class and how the industry and traditional managers should **adapt and innovate in reaction to this digital invasion**

"The only conference that truly focus on asset management as opposed to the broader financial services industry"

Leeor Sillman
Director of Marketing
Epoch Investment Partners

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Our Expert Speakers

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Aegon Asset Management

Farnaz Maters
CMO
Principal Global Investors

George Mussalli
CIO
PanAgora

Linda Giuliano
CAO & Head Responsible Investment
AllianceBernstein

Jeffrey Himstreet
VP
PGIM Fixed Income

M. Owen Donley III
Chief Counsel, Office of Investor Education and Advocacy
United States Securities and Exchange Commission

Tilak Lal
SVP, Investment Risk Management Group
Franklin Templeton Investments

Dominica Ribeiro
Head of Institutional Marketing, North America
State Street Global Advisors

Jennifer Lammers
CCO
Galliard Capital Management

William Shaw
Managing Director, Marketing & Communications
Charles Schwab

Stacy Luchin
Head of Investment Operations
Diamond Hill Investment

Colleen Nichols
Head of Client Engagement
Fiera Capital

Chris Lagan
COO
Congress Asset Management

Alex Shafran
SVP Performance
Cohen & Steers

Anthony Dell
Former CCO
Ares Management

Assaf Kedem
Senior Writer
Oppenheimer Funds

Brian Firstman
Director - Senior Relationship Manager
Deutsche Asset Management

Deborah Well
Head of E-Commerce
Harbor Capital Advisors

Steve Gouthro
Head of Investment Services
Putnam

Stephen Simmons
Director
DDJ Capital Management

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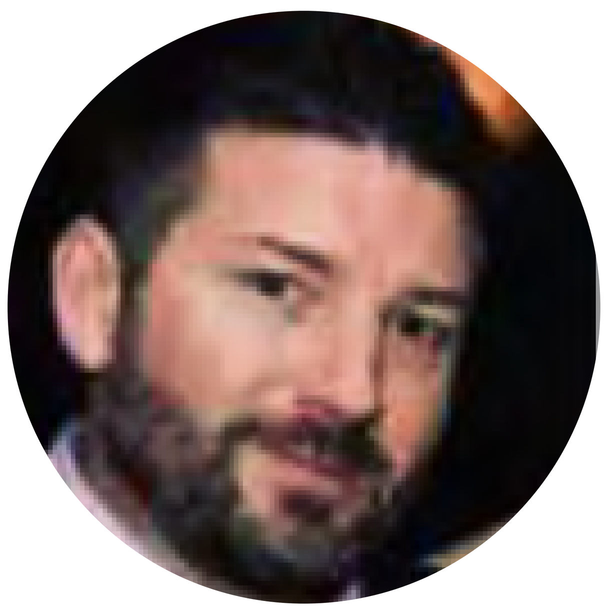
Gina Ehrlich
Director Information Technology
Segall Bryant & Hamill

Steve Radis
Head of Investment Management Marketing
William Blair

Daniel Mcgrath
Executive Director, Marketing
UBS



Evan Fire
COO
Pzena

Jasmine Burgess
Head of Risk
Brevan Howard

Theresa Dijkstra
AVP, Performance & Attribution
Metlife Investments

Greg Strassberg
Senior Investment Manager, Alternatives Investment Risk
Aberdeen Standard Investments

Susan King
Marketing & Sales Consultant

Joel Feinberg
Director-Implementation
PanAgora

Jon Robinson
Partner
Blueprint Investment Advisors

Joseph Lodato
Managing Director
Guggenheim Partners

Tucker Slosburg
President
Lyceus Group

Kevin Erdman
VP Head of Sales Analytics
First Eagle IM

Lee Shapcott
SVP, Global Head of Marketing
AllianceBernstein

Julia Bardmesser
Head of Data Architecture & Analytics
Voya Investment Management

Joshua O'Brien
Director
Strategic Investment Group

Marcia Glass
VP Marketing
CenterSquare Investment Management

Cheryl Pipia
Head of USI Client Engagement
T Rowe Price

Mark Babiec
Head, Client Services
CBRE Clarion

William Mennonna
CRO
PNC Capital

Karl Desmond
AVP, Beta Solutions, Product Development
OFI Global Asset Management

Mike Beck
VP
The Glenmede Trust Company

Radiance Champman
SVP Marketing & Communication
Fiera Capital

Shankar Venkatraman
Global Head of Performance
BNY Mellon

Sharon Hayman
Head of Relationship Management
Jackson Partners

Stacey Sabatos
Director, Investor Relations
RCG Longview

Ben Shuldiner
Trustee
New York City Board of Education Retirement System

Jacob Elsborg
Senior Operational Specialist
ATP Investments

Gerardo Talamo
US Counsel
Aberdeen Standard Investments

Juliana Bambaci
Director of Communications
QS Investors

Matt Roeger
Director
BNP Paribas

Anthony Vigilante
Managing Director
Mackay Shields

Ravi Misquitta
SVP Marketing Strategy and Technology
Franklin Templeton Investments

Frazer Rice
Managing Director
Wilmington Trust

Patrick Gelshenen
Executive Director
TOBAM

Michael Atkin
Managing Director
EDM Council

Terri Herubin
Managing Director
Angelo Gorden & Co

Tracy Musser
Senior Manager Client Communications
Thomson Siegel & Walmsley

Jyoti Chopra
Diversity, Inclusion, Sustainability Leader, Diversity Advisory Board Member
Toyota

Michael Sonnenshein
Managing Director
Grayscale Investments

The Agendas

09:00 **TSAM New York 2018 Welcome Address**

09:10 Keynote Panel Discussion: **Gender Equality & Diversity in Asset Management**

Where does the industry stand in 2018 and how does the asset management industry compare to others when it comes to gender equality & diversity? Our panellists discuss the role that industry associations and bodies have to play. Find out what you and your organization can do to ensure the industry moves forward in promoting and ensuring gender equality & diversity.

Moderator: **John Basile,** *Former Head of Diversity & Inclusion,* **Fidelity Investments**
Jyoti Chopra, *Diversity, Inclusion, Sustainability Leader, Diversity Advisory Board Member,* **Toyota**
Regina Curry, *Chief Diversity Officer,* **Legg Mason**
Abha Kumar, *Principal, Global IT Executive, Founder of LEAP-Leadership & Engagement for Asian Professionals,* **Vanguard**
Paul Francisco, *Chief Diversity Officer,* **State Street**

09:40 Keynote Panel Discussion: **Exploring Cryptocurrencies as an Asset Class**

Explore the explosion of interest in cryptocurrency and how big an impact it has on the investment industry. Discuss the future possibilities in asset management when it comes to cryptocurrencies and what differences there are compared to traditional alternative investments.

Zach Hamilton, *Managing Partner,* **Airfoil Capital**
Ali Hassan, *Co-Founder & CEO,* **Crescent Crypto Asset Management**
Paul Savchuk, *Co-Founder & CEO,* **Cryptocurrency Capital LLC**
Michael Sonnenshein, *Managing Director,* **Greyscale Investments**

10:15 **Morning Networking & Refreshments**

The six individual conferences commence after the morning networking break.
Click on your preferred conference below to see the agenda.

REGULATIONS & COMPLIANCE | **RISK & PERFORMANCE** | **CLIENT REPORTING & COMMUNICATIONS**

TECHNOLOGY & OPERATIONAL STRATEGY | **DATA MANAGEMENT** | **MARKETING & SALES COMMUNICATIONS**

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Regulations & Compliance

11:00 **Chair's Welcome Address**
Anthony Dell, *Founder,* **Compliance By Design**

11:10 Panel Discussion: **Where Can You Improve Efficiency & Enhance Controls within Compliance?**

Context: In this world of ever-complex regulatory requirements and digital solutions, our expert panel will assess where and when it proves necessary to automate and/or outsource from their own industry experiences.

Insights & Takeaways: This session will focus on themes like: deciding which processes should remain manual and in-house – the cost benefit analysis; methods for vendor oversight and knowing the right things to ask; whether to develop systems in-house vs off-the-shelf products.

Moderator: **Anthony Dell,** *Founder,* **Compliance By Design**
Tammy Eisenberg, *Director - Investment Management Risk & Compliance,* **BNY Mellon**
Harsh Choudhary, *Chief Product Officer,* **Appatura**
Taras Chaban, *Global Head of Buy-Side Solutions,* **Nasdaq**

11:45 SEC Presentation: **Using Social and Digital Media to Better Engage with Investors, Clients, and Customers**

- It is challenging to market to investors. An important avenue is social/digital -- many are in the social/digital space, and this is only increasing.
- Challenges include compliance concerns, creating useful content, and competing with other firms, but also an incredible amount of fraud and noise.
- An approach worth considering is viewing social channels as a way to educate your existing and potential clients/customers
- Educational content is where these two spaces intersect (engaging content AND branding, while mitigating compliance concerns through focusing on content)
- Example of what the SEC itself is doing in the space (SEC educational videos/ social)

Owen Donley, *Chief Counsel, Office of Investor Education and Advocacy,*
United States Securities and Exchange Commission

12:25 **Live 10- Minute Product Demonstration of Industry Leading Tech**

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12:40 Presentation: **Technological Transformation: Aligning Compliance with the Business**

Context: Artificial intelligence is no longer only a buzz-phrase; blockchain technology is being researched, and RPA and data analytic tools are already automating and enhancing what were previously manually carried-out jobs.

Insights & Takeaways: The applications of distributed ledger technology, along with machine learning and analytic business intelligence tools can truly transform how a compliance department is run. Learn how you can ensure compliance so your business doesn't miss the tidal-wave of transformation.

Joseph Lodato, *Managing Director - Head of Compliance Surveillance & Technology,* **Guggenheim Partners**

13:05 **Networking Lunch**

14:15 Fireside Chat: **Mastering MiFID II Across the Atlantic**

Context: In Europe, MiFID II has been described as the widest-reaching and most significant regulatory shift for generations. The directive will have varying levels of impacts in the US, dependent on the level of interaction with relevant counterparties, location of funds and other determining factors.

Insights & Takeaways: Regardless of the mixed reception in the US, compliance teams and other areas of the business must group together to combat the challenges posed. Learn how your peers are using working groups & advice to tackle these and take on what has undoubtedly become a global compliance challenge.

Moderator: **Anthony Dell,** *Founder,* **Compliance By Design**
Gerardo Talamo, *US Counsel,* **Aberdeen Standard Investments**

14:55 **Live 10- Minute Product Demonstration of Industry Leading Tech**

15:10 Presentation: **Over the Hump or the Tip of the Iceberg? What the Future Holds for Compliance in Asset Management**

Context: Since the global financial crisis brought the industry to its knees a decade ago, we have been hit by wave after wave of regulation. The meaning of this has been clear: to protect the industry against such a crash in the future, and to improve public trust in the financial sector.

Insights & Takeaways: Rules & directives must keep up with the markets they are regulating, so will they manage to hang on with the significant upheaval of change occurring? Take away insights into what the near future holds for compliance.

Jennifer Lammers, *Chief Compliance Officer,* **Galliard Capital Management**

15:35 **Interactive Brainstorming Groups**

Topic 1: **GDPR, EMIR, MiFID & More: Dissecting the Global Regulations**	Topic 2: **Trump, Tax Reforms and Political Intervention – Impacts on Asset Management Compliance**
Topic 3: **Compliance Challenges with Client-Onboarding – KYC, AML & more**	Topic 4: **Mutual Fund Modernization: Improved Data Reporting under N-PORT & N-CEN**

16:10 **Networking and Refreshment Break**

16:40 Presentation: **Cryptocurrencies: An Emerging Regulatory and Governance Framework**

Context: Blockchain based assets (i.e., "cryptocurrencies") offer great promise, but also present new challenges to regulatory models. This session will focus on the fast evolving regulatory landscape.

Insights & Takeaways: Discussion and analysis of today's hottest regulatory issues. In particular, we will focus on developments to look for that might provide some insights as to which way regulators are leaning on the following key issues: Will the SEC permit a Bitcoin ETF? Which tokens are securities? What should asset managers focus on?

Todd Kuehl, *Chief Compliance Officer,* **Legg Mason**

17:15 Presentation: **Compliance for Content Creators**

Context: Failing to comply with regulatory requirements could result in misleading information to the investor and risks harming your firm—whether by damaging its reputation, subjecting it to such penalties as fines or sanctions, or heightening the potential for future litigation.

Insights & Takeaways: Although the specialists of your firm's legal and compliance department can help you out to ensure your content meets regulatory standards, you'll need a general ability to distinguish compliant from noncompliant writing at the onset—and learn to recognize key pitfalls—so that by the time a legal specialist reviews your work, it will have already met a host of essential criteria. This session will cover essential pointers toward making your content legally compliant, streamlining and expediting the review process, and helping you maximize control over your message.

Assaf Kedem, *Senior Investment Writer,* **OppenheimerFunds**

17:35 **Networking Party**

Risk & Performance

11:00 **Chair's Welcome Address**
Ken Perry, *Independent Risk Consultant & Former CRO*

11:10 Opening Panel Discussion: **The Rise of ETFs, Passives & Smart Beta – Risk, Reward and Investment Opportunities**

Context: The last 18 months has seen an exponential rise in passive investing. As more and more firms move towards passives, this session will assess the potential risks and rewards for such market players.

Insights & Takeaways: This session will focus on themes like: insights into the seismic shift towards passives; differentials in risk strategies for passive investments; investment opportunities that may arise for active investors resulting from the passive movement and a deep dive into smart beta ETFs.

Moderator: Richard K. Tseng, CFA, *Director, Global Portfolio Solutions,* **BofA Merrill Lynch**
Patrick Gelshenen, *Executive Director,* **TOBAM**
Karl Desmond, *AVP, Beta Solutions, Product Development,* **OFI Global Asset Management**
Sylvia Jablonski, *Managing Director, Capital Markets – Institutional Strategist,* **Direxion Investments**
Dmitry Green, *Chief Risk Officer,* **Mariner Investments**

11:45 Panel Discussion: **Establishing your Liquidity Risk Management Program for 2018 onwards**

Context: As a result of recent SEC rulings and regulations imposed, liquidity risk management is now front of mind for investment managers when it comes to trading.

Insights & Takeaways: The challenges and requirements presented by the SEC ruling are broad and resource-consuming. Our panel will talk about how establishing liquidity coverage, classifying portfolio holdings and preparing for regulatory reporting under the rule are just some of these.

Moderator: Ken Perry, *Independent Risk Consultant & Former CRO*
Tilak Lal, *SVP, Investment Risk Management Group,* **Franklin Templeton Investments**
William Mennonna, Chief Risk Officer, **PNC Capital Advisors**
Jasmine Burgess, *Head of Risk,* **Brevan Howard**
Eugene Shuster, *US Chief Risk Officer,* **Nomura Asset Management**

12:25 **Product Demonstration: RiskFirst**

Senior Representative, **RiskFirst**

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12:40 **Key TSAM Sponsor Presentation – StatPro**

13:05 **Networking Lunch**

14:15 Panel Discussion: **Speeding up Performance Measurement through Seamless Data Migration & Management**

Context: Performance teams rely heavily on the quality of data that is fed through to their platforms from multiple sources including benchmark providers, market data vendors & internal teams.

Insights & Takeaways: Making quicker, more sound choices when it comes to choosing, manipulating and distributing data is the key to creating the efficiencies needed to streamline the performance measurement process. Discover how you can bring your performance team into the data-driven era to achieve that.

Mike Beck, *Vice President,* **The Glenmede Trust Company**
Alex Shafran, *SVP, Performance Measurement & Client Reporting,* **Cohen & Steers Daniel Gulko,** *Head of Performance and Client Reporting – US,* **HSBC Global Asset Management**
Jed Schneider, *Senior Vice President, Performance Reporting,* **Lazard Asset Management**
John Matsikas, *SVP, Head of Investment Performance Measurement,* **Voya Investment Management**
Sean Murray, *VP, Director of Commercial Strategy – Performance,* **FactSet**

14:55 **Product Demonstration: FactSet**

Glenn Moody, *VP, Senior Portfolio Analytics Specialist,* **FactSet**

15:10 Presentation: **Technology: Bringing together asset owners, consultants and asset managers**

In the asset management space, it is essential that asset managers engage with consultants and asset owners – effectively communicating performance and attribution reporting and analytics in order to ensure clear understanding and clarity around their strategy and objectives. Simon Robinson, from RiskFirst, will discuss some of the recent messages RiskFirst have heard from the asset management community, insights from the pensions world and how this relates to attribution.

Simon Robinson, *Head of Product,* **RiskFirst**

15:35 Presentation: **Big Data and the Search for Alpha**

Big Data, Machine Learning, and AI are exploding onto the investment landscape. After truly amazing innovation in other areas, such as facial recognition and driverless cars, investors are trying to port these tools to pick stocks. It's not an easy thing to do. There are many hurdles in using big data and machine learning that actually may be insurmountable. I go through the pitfalls that many managers are facing and offer a unique solution to applying these techniques to the investment process.

George Mussalli, *Chief Investment Officer,* **PanAgora Asset Management**

16:10 **Networking and Refreshment Break**

16:40 Panel Discussion: **Performance & Risk: The New Front Office Functions**

Context: As risk and performance capabilities have increased recently, so too has their involvement in the investment process and front office alignment.

Insights & Takeaways: Learn how to manage and maintain effective relationships with the investment teams and portfolio managers. Discover how to transform your team into an integral cog of the investment process.

Moderator: Ken Perry, *Independent Risk Consultant & Former CRO*
Ambika D'Souza, *VP, Global Head of GIPS,* **State Street Investment Manager Services**
Greg Strassberg, *Senior Investment Manager, Alternatives Investment Risk,* **Aberdeen Standard Investments**
Theresa Dijkstra, *AVP, Performance & Attribution,* **MetLife Investments**
Stephen DeTommaso, *MD, Investment Analytics,* **AIG Investments**
Johan Glozman, *MD, Head of Product Management,* **ACA Compliance Group**

17:10 **Using Natural Language Generation to Instantly Communicate the Results, Insights & Stories within your Risk & Performance Data – Go Beyond just the Numbers, Charts and Visuals**

Riyaz Nakhooda, *Head of Market Strategy,* **Arria NLG**

17:20 Presentation: **ESG & RI Strategies: Showing Promise in Performance?**

Context: An increasing amount of experts & portfolio managers in the industry believe that ESG & RI products are beginning to deliver the performance that will enable them to become attractive not only for their admirable principles, but for financial results too.

Insights & Takeaways: Enhance your knowledge of the varying types of ESG & RI products; understand the growing demand for these from clients, and learn how they can deliver performance results for your firm.

Linda Giuliano, *Chief Administrative Officer,* **AllianceBernstein**

17:35 **Networking Party**

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Client Reporting & Communications

11:00 **Chair's Welcome Address**

11:10 Opening Panel Discussion: **Scheduled & Tailored- Automated & Customized Reporting Finding the Optimum Balance for Client Satisfaction**

Context: Advancements in technology has revolutionized the client communication model. But the key question is: should a few clients get the royal treatment and be provided with customized reports? Or should reporting be done the traditional way- standardized and product focused.

Insight & takeaways: Learn the best way to achieve customized and automated reporting without disturbing the standard reporting model. Discover how to ensure that information provided is comprehensive and includes commentaries, performance, attribution, and more, to make your enhanced personalized reports.

Moderator: Owen Hyland, *Independent Consultant & Investor Relations Expert*
Joshua O'Brien, *Director,* **Strategic Investment Group**
Cecelia Khor, *Head of Client Reporting,* **Dimensional Fund Advisors**
John Utter, *Head of US Client Services,* **RBC Global Asset Management Chris McManama,** *VP,* **Brookfield Asset Management**
Ben McCormack, *VP, Associate Director of Analytics Reporting & APIS Product Development,* **FactSet**

11:45 Fireside Chat: **A Soup of Acronyms and Terminology – What's the Right Language to Use Within Client Communications?**

Context: Are asset managers clouding client communication with the language they have acquired because of texting and other instant messages? If so, is this positive?

Insight & takeaways: This panel will help you identify the circumstances where the use of jargon is critical, and where it should be avoided. Learn the art of simplified writing without changing the essence of the story to make a good piece of communication.

Moderator: Owen Hyland, *Independent Consultant & Investor Relations Expert*
Tucker Slosburg, *President,* **Lyceus Group**
Assaf Kedem, *Senior Investment Writer,* **OppenheimerFunds**

12:25 **Live 10- Minute Product Demonstration of Industry Leading Tech**

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12:40 **Sales Enablement Meets Content Automation for Fund Marketing**

Content automation enables organizations to transform the production of fund fact sheets, pitchbooks, commentaries, investment research, and more. During this session, attendees will also get an exclusive look at SmartDecks, a powerful new capability for sales reps and client teams to create personalized, data-driven and compliant PowerPoint presentations in seconds.

Attend this session to gain insights on:
- driving marketing efficiency, mitigating risk, and improving sales productivity
- the benefits of having a fully integrated content automation and sales enablement platform to create, manage, predict, and deliver sales-critical content
- how 20,000 wealth managers at a leading asset management company transformed their client communications

Gavin Drake, *VP of Marketing*, **Quark**

13:05 **Networking Lunch**

14:15 Panel Discussion: **Why Quality over Quantity makes for a Smoother Relationship**

Context: Dedicating time towards interacting with the clients to find out what information they prioritize can help enhance the quality of service you are providing.

Insights and takeaways: Learn the best questions to ask clients and how this will help provide targeted reports that address the client concerns and requirements.

Cheryl Pipia, *Head of USI Client Engagement,* **T. Rowe Price**
Stacey Sabatos, *Director of Investor Relations,* **RCG Longview**
Tracy Musser, *Senior Institutional Relationship Manager,* **Thompson, Siegel & Walmsley**
Brian Firstman, *Director, Client Relationship Manager,* **DWS**

14:55 **Live 10- Minute Product Demonstration of Industry Leading Tech**

15:10 Presentation: **AI & the Client Communication Revolution**

Context: Here we discuss how components of the Ai spectrum are being applied to the client communication process to drive increased customer success, retention and winning of new business whilst managing those operational costs.

Insight & takeaways: Learn how AI helps create rich & instantaneous personalized content for both external and internal clients across many use cases, the freeing up of your expert resources to focus on high value tasks and the scaling your client communication processes.

Stuart Petersen, *Chief Strategy Officer,* **Arria NLG**

15:35 Panel Discussion: **Moving into a New Era of Client Communication**

Context: The way we interact with our clients has changed considerably over time, part due to the new era of investors and part due to the increasing demand of easy and quick availability of information.

Insight & takeaways: Have the needs of the traditional clients evolved over time, have they adapted to the changing technological landscape; or is there a need to educate them about the new methods and processes?

Moderator: Owen Hyland, *Independent Consultant & Investor Relations Expert*
Juliana Bambaci, *Director of Communications,* **QS Investors**
Mark Babiec, *Head of Client Service,* **CBRE Clarion**
Steve Sanchez, *Managing Director, EIM Information Publishing & Delivery,* **State Street Global Advisors**
Terri Herubin, *Managing Director,* **Angelo, Gordon & Co.**
Tom McCorkell, *Director,* **SEI**

16:10 **Networking and Refreshment Break**

16:40 Fireside Chat: **Building a Successful Client Service Team to Fulfil Optimum Client Experience**

Context: In an era where the client journey and experience are paramount, it's integral for asset managers to ensure they have built a client service function capable of fulfilling the expectations.

Insights & takeaways: This session will look at how best to utilize the resources and skills at your disposal; how to leverage marketing materials and communication techniques, and what you should be prioritizing when it comes to output.

Moderator: Owen Hyland, *Independent Consultant & Investor Relations Expert*
Colleen Nichols, *Head of Client Experience,* **Fiera Capital**

17:15 Interactive Fireside Chat: **Turning the Tables – The Client Perspective**

Context: Asset managers might think they are doing the right things to satisfy their clients, but what can be better than hearing from the trustees, pension fund managers themselves and find out what exactly they are looking for from their reports and servicing.

Insights & takeaways: Learn how the relationship is seen from the client side and what are the steps that could be taken to improve it. Classify the information they receive into categories; most vital, most valuable and areas of development, to help you come up with the most accurate and relevant reports.

Moderator: Owen Hyland, *Independent Consultant & Investor Relations Expert*
Ben Shuldiner, *Trustee,* **New York Education Retirement System**

17:35 **Networking Party**

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11:00 **Chair's Welcome Address**
Matt Roeger, *Director,* **BNP Paribas**

11:10 Opening Panel Discussion: **Re-engineering IT Architecture – Cost, Efficiency and Effectiveness**

Context: Should everything be pulled apart, or new capabilities be added to existing platforms? Asset managers need to have a calculated approach to ensure desired level of alignment and efficiency is achieved.

Insight & Takeaways: Learn how accuracy and timeliness can allow for seamless information exchange, decision making and execution. Acquaint yourself with the best and most cost-effective solutions for your operating model. Identify the gaps and bridge them with the right technology and applications.

Moderator: Matt Roeger, *Director,* **BNP Paribas**
Gina Ehrlich, *Director of Information Technology,* **Segall, Bryant & Hamill**
Joel Feinberg, *Senior Vice President, Head of Trading,* **Acadian Asset Management**
Anurag Wakhlu, CFA, *Global Business Consultant Director,* **Dassault Systems**
Maksim Altmark, *Director of Investment Operations,* **Georgetown University**

11:45 Panel Discussion: **Vendor Management & Due Diligence - the Craft of Negotiation & Oversight**

Context: Asset managers are looking to buy off the shelf products for new/existing activity, and integrate it within their IT models. Is this the most cost economic solution? Can in-house expertise be utilised to create something more specific to business requirements?

Insight & Takeaways: Conduct thorough assessment of in house capability and business requirements and analyse the cost/benefit of using in house expertise or bringing in expertise vs third party solutions.
Learn from the experts the negotiation tactics with potential third-party vendors to support and develop product capability. Explore different frontiers of vendor management and oversight, and due diligence for third parties.

Moderator: Matt Roeger, *Director,* **BNP Paribas**
DJ Adhikari, *Vice President,* **Dimensional Fund Advisors**
Steve Simmons, *Director,* **DDJ Capital Management**
Michael Korby, Head of Market Data Technology, **Balyasny Asset Management**

12:25 **Live 10- Minute Product Demonstration of Industry Leading Tech**

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12:40 **Death of a Wholesaler**

Context: A tech arms race may come or not, but the future of Asset Management sales and operations is clear - solution selling over one hit wonder financial products, and guided self-discovery over fancy dinners and strip clubs. The age of the cyborg PM consultant is upon us, and her weapons will be predictive analytics, forward-looking macro scenarios, and Fisher-Price user experience.

Insight & Takeaways: Find out how Hidden Levers is aiding Asset Managers in undoing Blackrock domination, and make a call out to Asset Managers to level up, not just for their AUM intake, but to lift the industry.

Raj Udeshi, *Co-Founder,* **Hidden Levers**

13:05 **Networking Lunch**

14:15 Panel Discussion: **Cyber Security – Addressing the Danger Post-Breach**

Context: The high number of cyber threats and breaches has led many asset managers to re-evaluate their cyber security strategy. It's not just about prevention, it is about the protocol that needs to follow the attack.

Insight & Takeaways: Learn the best ways to prevent a breach from happening and the protocol that needs to be followed in case of a cyber-attack. Take away a road map to become a more robust and ready organisation.

Moderator: Anthony Vigilante, *Managing Director, Global Technology & Information Security,* **Mackay Shields**
Evan Fire, *Chief Operating Officer & Chief Information Security Officer,* **Pzena Investment Management**
Chris Lagan, Chief Operating Officer, Congress Asset Management

14:55 **Live 10- Minute Product Demonstration of Industry Leading Tech**

15:10 Presentation: **Man Vs Machine – what Effect is AI having on the Business?**

Context: With AI being a top priority for asset managers worldwide, where should a line be drawn? Asset managers need to target processes which can be automated and identify which processes are more efficient with a human touch.

Insights & Takeaways: Discover the business functions that have been transformed with the use of AI and the benefits of this transformation. Get to know if asset manager jobs are in jeopardy and whether they should be aware of the competition brought about by machines. Or is AI making space for asset management to be a more analytical role?

Al Naqvi, *Professor & President,* **American Institute of Artificial Intelligence, Inc**

15:35 Panel Discussion: **Simplifying Operations and Reducing Technology Footprint**

Context: Operations is the backbone of an organisation, and it is very important that it stays firm & sturdy, otherwise everything will become difficult to keep together. Integrating technology will allow for more simplified processes within operations.

Insight & Takeaways: Learn how you can reduce the number of systems to simplify operations. Leverage new technologies and incorporate them in such a way that you reach the pinnacle of efficiency. Blend operations & technology for a more versatile and multifaceted approach.

Moderator: Matt Roeger, *Director,* **BNP Paribas**
Kevin Geraghty, *Senior Vice President, Head of Americas and Europe Investment Operations,* **PineBridge Investments**
Stacy Luchin, *Head of Investment Operations,* **Diamond Hill Investments**
Kelly Ireland, *CFO & COO,* **AidenLair Capital Management**
Ben Montes, *Director of Clearwater Analytics,* **Clearwater Analytics**

16:10 **Networking and Refreshment Break**

16:40 Presentation: **The Operational Framework – a Way Through the Mist to Business Excellence**

Context: Aavigating our way through the operational framework in order to achieve business excellence has always been a top struggle.

Insight & Takeaways: Discover how the operational framework can be used as a business enabler. Is the operational framework just 'The Emperor's New Clothes' or does it hold true benefit for your business?

Jacob Elsborg, *Senior Operational Specialist,* **ATP Investments**

17:15 Presentation: **The Rise of the Machines and How to Retain Your Advantage**

Insight & Takeaways: Understand how AI can help you achieve your clients financial goals. Discover what sets Advisors apart from the robots, and highlight client motivations for investing (with people!). Learn how elite advisors will see this evolution as an opportunity, not a threat.

Jon Robinson, *Partner,* **Blueprint Investment Partners**

17:35 **Networking Party**
After the day's presentations have come to an end, continue your conversations and networking the night away with your peers.

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11:00 **Chair's Welcome Address**
Kenneth Lamar, *Principal Partner,* **Lamar Associates LLC**

11:10 Panel Discussion: **Obtaining & Leveraging Alternative Data: Gaining a Competitive Advantage**

Context: The investment process has not changed in the sense that it is still driven by data pulled together and provided to traders and investors. However, what has somewhat changed is the continuing shift from traditional to alternative data sources: twitter feeds can be just as fruitful as SEC filings these days.

Insights & Takeaways: The explosion of fintechs and startups in recent years has meant that asset and investment managers have considerable options when it comes to obtaining alternative data. Discover which data you should be prioritising, and how to best process and leverage it once you have attained it.

Kenneth Lamar, *Principal Partner,* **Lamar Associates LLC**
Dmitri Pekker, *Former Head of Alternative Data,* **Och-Ziff Capital Management**
Jason Inzer, *Chief Data & Technology Officer,* **Sustainable Insight Capital Management**
Paul Booth, *Global Head of Data, BlackRock Active Equities,* **BlackRock**

11:45 Panel Discussion: **How to Achieve the Status of Being a 'Data Driven' Organisation**

Context: What does it really mean to be defined as data driven? What development needs to take place to achieve this status?

Insights & Takeaways: Learn what your organization needs to do to take the next step towards becoming data driven; whether it be partnering with external experts, investing in more data, or developing research & analytic technologies.

Moderator: Kenneth Lamar, Principal Partner, Lamar Associates LLC
Shankar Venkatraman, *Global Head of Performance, Risk & Compliance,* **BNY Mellon**
Jitender Batra, *Associate Director, Enterprise Data Technology,* **Mackay Shields**
Sanjay Bery, *Managing Director – Data Management,* **TIAA**

12:25 **Live 10- Minute Product Demonstration of Industry Leading Tech**

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12:40 Case Study: **Real-Time Products 360 View**

Agile data management process that provides a 360 view for all products by combining asset and liability information side by side. These views not only provide a complete view but also delivers global visibility and trace-ability, greater change control, lower costs, enhanced compliance and data quality.

Karan Sikka, *Director,* **UBS**
Vaibhav Gundapwar, *Director,* **UBS**

13:05 **Networking Lunch**

14:15 Fireside Chat: **Achieving Architectural Symmetry - Aligning your Data with the Business Strategy**

Context: Data practitioners have become increasingly charged with supporting business development through building a data architecture and strategy that best suits the business's needs.

Insights & Takeaways: Hear from our industry panel on how to tackle the complex web of requirements and demands to truly align your data strategy with the business strategy. Discover how to use analytics to decipher behaviours and trends and support development. Understand best practice for storing data through repositories.

Moderator: Kenneth Lamar, *Principal Partner,* **Lamar Associates LLC**
Subbiah Subramanian, *Senior Vice President, Global Head of DataGX,* **State Street**
Paru Puttanna, *VP, Head of Enterprise Data Services,* **Voya Investment Management**

14:55 **Live 10- Minute Product Demonstration of Industry Leading Tech**

15:10 Fireside Chat: **Where does the Problem Lie: Technology or Data?**

Context: Some asset managers say that we have all the data we need; but we do not have the technology to fully utilize it. On the contrary, some say we have the technology but the data is of no value. What do we attribute this disconnect to?

Insight & Takeaways: Hear from our speakers on their technology-centric point of view. Learn the golden rules for utilizing the technology to the best of it's capabilities to help resolve the data crisis. Discover new and innovative methods of making use of the technology, which will help you understand data better.

Moderator: Kenneth Lamar, *Principal Partner,* **Lamar Associates LLC**
Andrew Foster, *Chief Data Officer,* **Deutsche Bank**
Michael Atkin, *Managing Director,* **Enterprise Data Management (EDM) Council**

15:35 **Interactive Brainstorming Groups**

Topic 1: **How Can We Implement Efficient Cost-Saving Across the Data Department?**	Topic 2: **Mastering Data Governance in 2018**
Topic 3: **Data Lakes vs Data Warehouses**	Topic 4: **Chair's Choice**

16:10 **Networking and Refreshment Break**

16:40 Presentation: **How Data Science Engineering Can Drive an Asset Management Business**

Jeffrey Yau, *Chief Data Scientist,* **AllianceBernstein**

17:15 Presentation: **Data Principles: Creating an Ethical Code for Your Organization's Data Usage**

Context: For any organization, and particularly asset managers, there is a vast amount of both client and employee sensitive data. Those given the role of governing who has access to this data and how it can be used have the significant responsibility of ensuring that it is done so ethically. Data and information of this nature can be hugely powerful and it is integral to not only protect it from external threats; but ensure that it is handled internally in an appropriate and private (if necessary) manner.

Insights & Takeaways: This session will take you through not only why you should consider ethical usage of data, but also the potential pitfalls of failing to do so. We'll also discover the role that the Chief Data Office must play in creating the code. Learn how you can set suitable governance guidelines and frameworks in place for certain data sets; and how to delegate responsibility of data to the relevant managers and business functions.

17:35 **Networking Party**

Marketing & Sales Communications

11:00 **Chair's Welcome Address**
Tim Luyet, *Vice President, Marketing Operations & Digital Marketing,* **Dimensional Fund Advisors**

11:10 Panel Discussion: **Incorporating Thought Leadership in the Modern Marketing Framework**

Context: Introducing a genuine thought leadership strategy into the marketing framework has contributed to the generation of better quality marketing content and ideas, which has attracted a wide spectrum of investors and clients.

Insight & Takeaways: It's not enough just to say you're an expert. Using creative, and impactful content across a wide array of today's digital outlets will make sure you look like one. Learn how to bring out the best content marketers and writers in your team & produce the most dynamic and impactful pieces of marketing content.

Moderator: Tim Luyet, *Vice President, Marketing Operations & Digital Marketing,* **Dimensional Fund Advisors**
Marcia Glass, *VP, Marketing,* **CenterSquare Investment Management**
Farnaz Maters, *Chief Marketing Officer,* **Principal Global Investors**
Steve Radis, *Head of Investment Management Marketing,* **William Blair**
Sue Matteson-King, *Senior Marketing & Sales Expert*
Richard Plotka, *Chief Executive Officer,* **Appatura**

11:45 Panel Discussion: **Finding the Path to Personalization in your Client Experience Through Digital Marketing**

Context: Evolution in technology is changing the digital marketing strategy each year, one can easily get lost in the fluid environment of what tool to use and when to use it.

Insight & Takeaways: Explore all the different alleys of digital marketing and how to use them according to your structure, and keeping it aligned with your central CRM. In particular, the panel will discuss how you can leverage your digital marketing strategy to personalize your clients and prospects' experience. Gain insight from our speakers regarding how to plan and audit your media content to see visible improvement in your marketing strategy.

Moderator: Tim Luyet, Vice President, Marketing Operations & Digital Marketing, Dimensional Fund Advisors
Radiance Chapman, *SVP, Marketing & Communications,* **Fiera Capital**
Lee Shapcott, *SVP, Global Head of Marketing,* **AllianceBernstein**
Trevor Crane, *Director, Wealth & Asset Management,* **Idio**

12:25 **Live 10- Minute Product Demonstration of Industry Leading Tech**

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12:40 **Key Sponsor Presentation - Seismic**

13:05 **Networking Lunch**

14:15 Panel Discussion: **Tailoring your Global Marketing Concept**

Context: The key issue faced by firms is how to tailor the global marketing concept and how to make it work. Especially with different regulations in different areas, it can be testing to have a global marketing concept that works at a wider scale.

Insight & Takeaways: Learn how to structure the different areas of the marketing function as you shift to a global approach. Understand the best marketing model for your firm and how to add flexibility in the blueprint for any regulatory pitfalls.

Moderator: Tim Luyet, Vice President, Marketing Operations & Digital Marketing, Dimensional Fund Advisors
William Shaw, *Managing Director, Marketing & Communications,* **Charles Schwab**
Cassandra Webster, *Marketing Manager, Investing Solutions,* **Charles Schwab**
Daniel McGrath, Executive Director, Strategic Marketing & Communications, **UBS**

14:55 **Live 10- Minute Product Demonstration of Industry Leading Tech**

15:10 **Key Sponsor Presentation – On24**

In an industry where the strength of the investor relationship traditionally defines success, asset managers are finding new ways to make personal connections at digital scale. During this discussion, we'll walk through case study examples of companies who are making a digital transformation using engagement platforms to:

- Build webinars to engage, inform and connect with investors anytime, anywhere
- Boost investor trust and understanding through thought online leadership events
- Gain insights into high-value, interested prospects in a hyper-competitive field
- Simplify compliance with gated content that's centralized and accessible

Wayne Wildrick, *Financial Practice Lead,* **On24**

15:35 Fireside Chat: **Knowing your Customer - Behaviour Analytics & How they can Enable Consumer-Centric Marketing**

Context: Behaviour analytics can unveil targeted marketing structure and success strategies that will help empower your target marketing strategy.

Insight & Takeaways: Drill down to understand how you can use behaviour analytics to appeal to your clients; as well as giving you the best ammunition possible with prospects. Question experts on how you can adapt your website to gain an insight into your consumer behaviour and utilize it to your advantage.

Moderator: Tim Luyet, *Vice President, Marketing Operations & Digital Marketing,* **Dimensional Fund Advisors**
Alexander Cavalieri, *Head of Marketing,* **Cion Investments**
Kevin Erdman, *Vice President, Head of Sales Analytics,* **First Eagle Asset Management**

16:10 **Networking and Refreshment Break**

16:40 Panel Discussion: **The Hybrid Marketing Team- Attributes, Talents & Skills**

Context: Due to the ever-evolving technologies and trends, marketing teams need to acquire a variety of core skillsets. These skill sets will enable you to have a competitive edge in a crowded market environment.

Insight & Takeaways: Managers need to evaluate their marketing teams and identify the strengths and weaknesses, and use this insight to build the next-generation. Identify the key skillsets required to survive the tech-wave.

Moderator: Tim Luyet, *Vice President, Marketing Operations & Digital Marketing,* **Dimensional Fund Advisors**
David Ferreira, *Head of Product Development & Marketing,* **Hartford Investment Management Investment Company (HIMCO)**
Frazer Rice, *Managing Director*, **Wilmington Trust**

17:15 Fireside Chat: **Marketing, Sales & Technology – The Perfect Harmony**

Context: Marketing & sales alignment is crucial to meeting or exceeding revenue targets and technology plays a vital role in helping this alliance.

Insight & Takeaways: Learn more about the state of marketing and sales alignment required to achieve the best results. Get to know the technology that is crucial for both teams to make an impact and how technology plays a role in keeping them synchronized.

Moderator: Tim Luyet, *Vice President, Marketing Operations & Digital Marketing,* **Dimensional Fund Advisors**
Deborah Well, *Director of E-Business,* **Harbor Capital Advisors**

17:35 **Networking Party**

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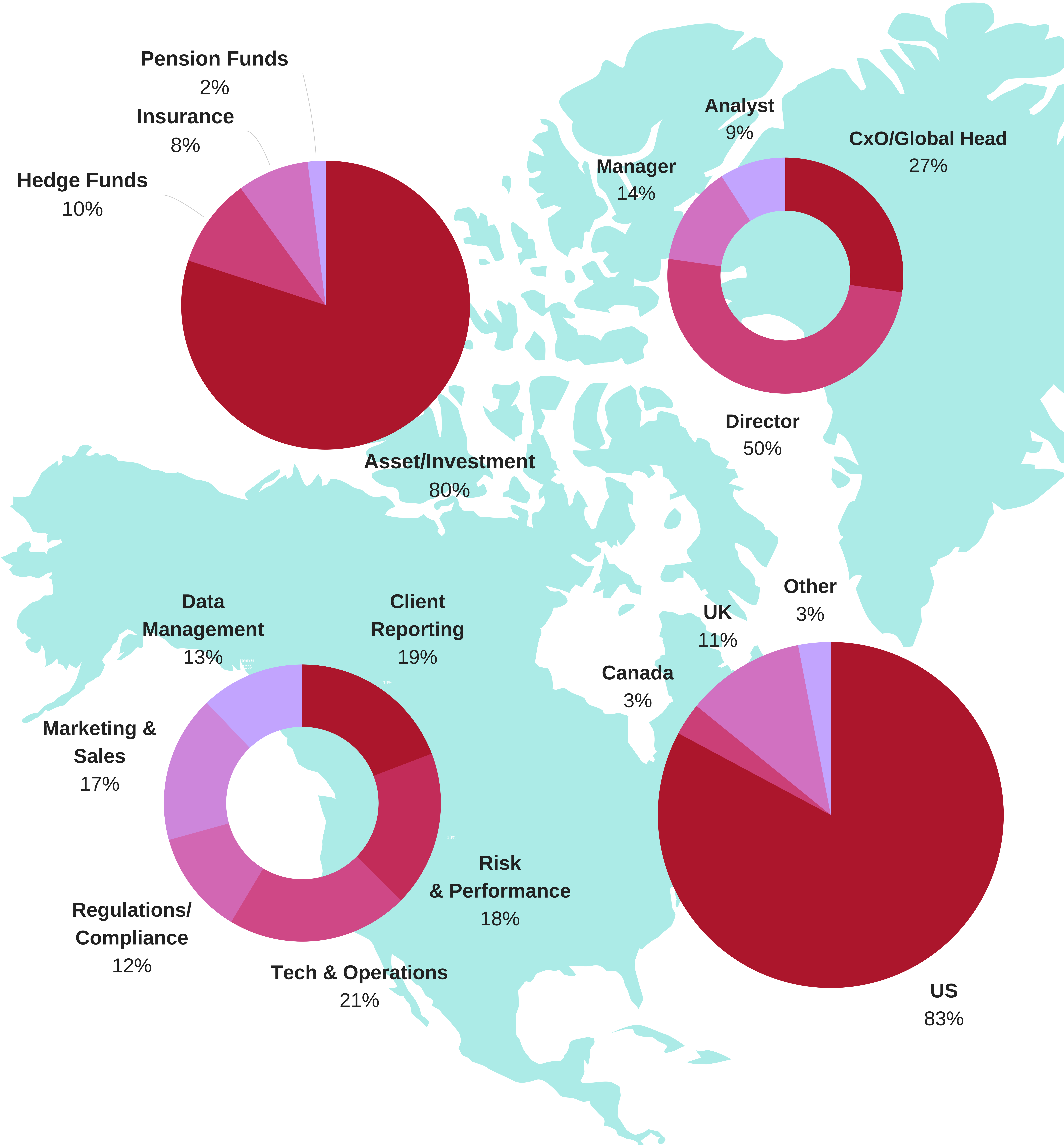

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