IMPACT INVESTING ADVISOR FORUM

MONEY MANAGEMENT INSTITUTE

JANUARY 17, 2019
SORENSON IMPACT CENTER | SALT LAKE CITY, UTAH

SPONSORSHIP OPPORTUNITIES

Join us as a Sponsor of this high-profile initiative to educate Financial Advisors (FAs) about Impact Investing. This is an opportunity to build brand awareness and relationships with forward-thinking, growth-minded FAs focused on meeting client needs and positioning their businesses for future growth.

WHAT	Unique one-day forum on Impact Investing for FAs
WHO	Presented by the Money Management Institute and Sorenson Impact Center
WHEN	Thursday, January 17, 2019 | 8:30 AM – 5:00 PM (MST)
WHERE	Sorenson Impact Center | Garff Building | 1731 E. Campus Drive, Salt Lake City, Utah
PROGRAM	Designed to help FAs understand the burgeoning Impact Investing space and prepare them to have informed discussions with clients and prospects. Taught by professionals from the Sorenson Impact Center, one of the leading impact investing centers in the world, this high-impact program combines foundational understanding of the key concepts and terminology of Impact Investing with real-world insights and practical applications.
CE CREDIT	CFP® professionals will be awarded 7 hours of CE credit, and Investments & Wealth Institute® has accepted the Impact Investing Advisor Forum for 7 hours of CE credit towards the CIMA®, CPWA®, CIMC®, and RMA℠ certifications.
WHY	• Align your brand with a transformational investment trend. • Build relationships with forward-thinking FAs who are serious about positioning their practices for the future. • Take industry leadership position in partnership with Money Management Institute and Sorenson Impact Center. • Help raise industry awareness and knowledge of Impact Investing.
OPPORTUNITY	Limited high-profile sponsorship packages available (see below for details).

FORUM SPONSOR — $5,000

- Ten complimentary Forum registrations for FAs (or others)
- One complimentary Forum registration for firm representative
- Sponsor recognition and logo on event website and email communications
- Sponsor recognition and logo on general session slide
- One company-supplied handout distributed to all attendees
- Electronic list of attendees pre- and post-event

SCHOLARSHIP SPONSOR — $2,500

- Five complimentary Forum registrations for FAs
- One complimentary Forum registration for firm representative
- Sponsor recognition and logo on general session slide
- Electronic list of attendees pre- and post-event

To secure your sponsorship or for more information, please contact:

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www.mminst.org

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SORENSON IMPACT | David Eccles School of Business, THE UNIVERSITY OF UTAH

Impact Investing Advisor Forum

JANUARY 17, 2019

SORENSON IMPACT CENTER | SALT LAKE CITY, UTAH

AGENDA

8:30 AM – 9:00 AM

Registration and Networking Breakfast

9:00 AM – 9:30 AM

Opening Remarks and Course Overview/Learning Objectives

Paul Brown
Professor of Entrepreneurship & Strategy
David Eccles School of Business, University of Utah

Craig Pfeiffer
President & CEO
Money Management Institute

9:30 AM – 10:20 AM

Impact Investing: What it is, How it has Risen, and Key Terminology

The essentials you need to successfully discuss impact investing with your clients, including a brief overview of the history of impact investing and an introduction to key vocabulary and terms.

Paul Brown, Professor of Entrepreneurship & Strategy, David Eccles School of Business, University of Utah

10:20 AM – 10:35 AM

Networking Break

10:35 AM – 11:25 AM

How Real is the Impact Investing Phenomenon and What are the Pros and Cons?

A deeper look at some of the myths and realities of impact investing, including data on the size of the current and prospective marketplace, and the reasons why impact investing could be a good or bad fit for particular clients.

Jeramy Lund
Managing Director, Impact Investing
Sorenson Impact Center

11:25 AM – 11:45 AM

Corporate and Systems Engagement: The Next Levels of Impact

While setting standards in investments to ensure they have a positive effect is a crucial first step, investor engagement with investee companies and their industries, as well as with other corporate stakeholders provides a means of multiplying impact. Investors can use their voice for change in the capital markets, letting companies, investors and policymakers know that our shareholders are seeking more from their investments through direct dialogue with companies, the filing of shareholder proposals, the principled use of proxy voting, and speaking out on public policy issues.

Carole Laible
CEO
Domini Impact Investments

Money Management Institute

Sorenson Impact | David Eccles School of Business, The University of Utah

Impact Investing Advisor Forum

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11:45 AM – 12:15 PM
Best Practices for Engaging Investors
A panel of successful private wealth Professionals discuss why and how they have engaged with clients around the topic of impact investing.
Moderator: Craig Pfeiffer, President & CEO, Money Management Institute

Panelist:
Pamela Jacobs
Chief Sustainability Officer
Spouting Rock Asset Management

Panelist:
Kristina Van Liew, CIMA®
Managing Director
Institutional Consulting Director
Graystone Consulting
Morgan Stanley

12:15 PM – 1:15 PM
Luncheon with Guest Speaker
Mr. Sorenson is a globally recognized leader of the impact investing movement. He provided the David Eccles School of Business at the University of Utah a $13 million gift in 2013 to create the Sorenson Impact Center, with a mission to cultivate students' social impact expertise. He plays an active role in supporting the Center and mentoring its student participants. After leading a team that developed a high-quality, low-cost videophone that transformed communication capabilities for 1,000,000 deaf individuals in the early 2000s, Mr. Sorenson realized that his investments could 'do well while doing good,' and he hasn't looked back.

Jim Sorenson
Founder
Sorenson Impact Center

1:15 PM – 2:30 PM
Breakout Discussion Groups

Starting the Client Conversation … "Having the Talk"

Andrew Shafter
Senior Client Portfolio Manager
Community Capital Management

Harnessing the Next Generation of Alpha Creation, Why ESG Considerations are Critical to Managing Active Stock Portfolios

Robert Johanson
Director
Client Portfolio Manager
ClearBridge Investments

Addressing Client Concerns … Being Prepared for Common Client Responses and Questions

Kristina Van Liew, CIMA®
Managing Director
Institutional Consulting Director
Graystone Consulting
Morgan Stanley

Aligning the Client's Financial Goals with Impact Investing and Philanthropy

Lily Trager
Executive Director
Director of Investing with Impact
Morgan Stanley
Wealth Management

2:30 PM – 2:45 PM
Networking Break

2:45 PM – 3:10 PM
Report from Breakout Groups

Money Management Institute

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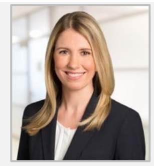
David Eccles School of Business
THE UNIVERSITY OF UTAH

3:10 PM – 4:10 PM
How to Ask Your Clients and Listening to Their Answers
A more in-depth discussion about the types of solutions and investments available and where advisors can find more resources to better inform themselves and their clients about impact investing. Topics include ESG, direct investing and managed funds, and popular, respected sources of information.

Anna Snider
Managing Director
Head of Due Diligence
Chief Investment Office
Global Wealth & Investment Management
Merrill Lynch



Lily Trager
Executive Director
Director of Investing with Impact
Morgan Stanley
Wealth Management

4:10 PM – 5:00 PM
Final Wrap-Up
A summary of the Forum's sessions and topics, time for questions and answers, and a discussion about the next steps to success in impact investing.

Paul Brown, Professor of Entrepreneurship & Strategy, David Eccles School of Business, University of Utah
Craig Pfeiffer, President & CEO, Money Management Institute

5:00 PM – 5:10 PM
Closing Remarks and Course Evaluations

Paul Brown, Professor of Entrepreneurship & Strategy, David Eccles School of Business, University of Utah
Craig Pfeiffer, President & CEO, Money Management Institute

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HOSTS

About the Money Management Institute (MMI): Since 1997 MMI has been the leading voice for the global financial services organizations that provide financial advice and professionally-managed investment advisory solutions to individual and institutional investors. Through programs focused on member interaction, education and professional development, data analytics and insight, next-generation initiatives, and thought leadership and advocacy, MMI supports and advances the growth of a diverse spectrum of investment advisory solutions that serve an evolving worldwide financial landscape. MMI member organizations are committed to the highest standards of fiduciary responsibility and ethical conduct and to creating the most successful outcomes for investors at every level of assets. For more information, visit www.MMInst.org.

About the Sorenson Impact Center: The Sorenson Impact Center, housed at the David Eccles School of Business at the University of Utah, is a think-and-do tank that marshals capital for social good, empowers data-driven programs, breaks down silos across sectors and equips the next generation of leaders with social purpose. To learn more, visit http://www.sorensonimpact.com.

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