

MMI SUMMIT 2020



A VIRTUAL EXPERIENCE

AGENDA

Friday, April 3, 2020

12:00 PM - 12:10 PM

President's Introduction

Craig Pfeiffer, President and CEO, Money Management Institute

12:10 PM - 1:00 PM

Opening Keynote Speaker

Is Your Business Future-Proof?

How do you future-proof your business when markets are being disrupted by new technologies and innovative approaches every day? With the average age of S&P 500 companies now less than 20 years, what does it take to stay relevant and competitive? Market newcomers and customer demands are changing the financial services industry. You need to make a choice, disrupt yourself or be disrupted. Microsoft's Gretchen O'Hara will share perspective on the impact of technology and what's next in the democratization of AI. Her discussion will include learnings from other industries, understanding "tech intensity," and the role that culture plays in driving change to manage internal disruptions.

Gretchen O'Hara, Vice President, Go-To-Market Strategy for U.S. Commercial Partners and Leader of U.S. Artificial Intelligence Strategy, Microsoft

Wednesday, April 8, 2020

1:00 PM - 1:45 PM

CEO Perspective: Leadership in Turbulent Times

Craig Pfeiffer will moderate a candid discussion with Joe Duran, CEO & Founder of United Capital, and Cheryl Nash, CEO of Tegra118 on how they are leading their teams and businesses in these challenging times. They will also offer perspective on serving investors and advisors during the current crisis – and how the advisory world may look different moving forward.

Moderator:

Craig Pfeiffer, President & CEO, Money Management Institute

Panelists:

Joe Duran, CEO & Founder, United Capital

Cheryl Nash, CEO, Tegra118

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Tuesday, April 14, 2020

4:00 PM - 5:00 PM

MMI-Aon Research Update: Advice Expectations and Experiences

We're excited to share the first findings and insights from the multi-year MMI-Aon research project focused on delivering value in investment advice and solutions. The *Advice Expectations and Experiences* research – based on extensive surveys of investors and Financial Advisors – benchmarks investor and advisor views of the value of investment advice and how it is delivered. Some of the results and gaps in perception may surprise you. They'll definitely get you thinking – and we hope they inform your strategy.

Speakers:

Peter Keuls, Head of Performance Consulting Practice, Global Head of Wealth Management, Aon
David Lo, Associate Partner, Client Insights Practice, Aon

Thursday, May 7, 2020

4:00 PM - 4:30 PM

High-Performance Marketing: Best Practices for Driving Growth

In this session, top CMOs share their secrets and strategies for building a sustainable firm. To distill how marketing can and is making a difference in business outcomes, this expert panel will explore:

- Digital outreach – leveraging the latest technology to engage clients and affect both their behavior and future outcomes
- Creating client demand – real-world examples of how marketing can initiate momentum/demand for products and services
- Data – keys to drowning out the noise and driving ROI
- Global – with more firms stepping into the global arena, how marketing can pave the way for a successful global launch
- The value-add imperative – reimagining marketing's role to provide additional value to both internal and external clients

Moderator:

Kathy Freeman Godfrey, President, Kathy Freeman Company

Panelists:

Lauren Boyman, CMO, KPMG

Stephen Tisdalle, CMO, State Street Global Advisors

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Note: Additional sessions will be delivered every week through May. We will notify you as they are scheduled.

The Role of Data in Modern Distribution

Regardless of a firm's size, harnessing the power of data has become table stakes for successful distribution. With firms under steadily growing pressure to maximize resources, utilizing data-driven insights to effectively target the best opportunities with relevant solutions is both critical to a manager's success and a prerequisite to meeting advisor expectations.

Among the topics to be discussed:

- The richest sources of data-driven insights and the challenges involved in leveraging data
- The use of data packages to increase distribution effectiveness and provide better advisor support
- How firms quantify the impact of their investments in data and attempt to measure ROI
- Successful partnerships between asset and wealth managers to maximize the impact of data

The Growing Importance of Mass Customization in Portfolio Management

The concept of "mass customization" is increasingly seen as key to the future of our industry. The combination of emerging competitive forces and evolving client needs is forcing asset and wealth managers to rethink how they can add differentiated value. Delivering performance is still necessary, but no longer enough to satisfy high-net-worth individuals and attract and retain their assets. With clients now demanding that their portfolios reflect their individualized needs, firms must be able to customize portfolios based on clients' specific financial situations and personal values. This session will examine the array of technology tools – including personalized asset allocations, vehicle selections, and tax management overlays – and client-facing service enhancements that firms are deploying in order to acquire and retain relationships.

Scalable Technology to Enhance the Advisor Experience AND Increase Sales and Service Efficiency

In an environment where financial advisors have more choice than ever, forming long-lasting, tailored, and efficiently delivered relationships is essential. For nearly all firms, this has meant embracing more digitally-enabled sales and servicing, along with an emphasis on tools to enhance the advisors' own offering to their clients. This session will delve into results from the *Third Annual MMI/Casey Quirk Distribution Study*, which uncovers the key determinants of tech-enabled organizations that have successfully balanced maintaining a primary focus on the individual advisor experience with the scalability required to remain profitable. The discussion will include key insights from asset management distribution heads, gatekeeper leadership, and a robust financial advisor study to create a wide-ranging landscape of technology's role in enhancing advisors' experience while increasing sales and service efficiency.

The Rise of the Consultants

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As gatekeepers look to exert more control over investment decision-making, they are increasingly looking beyond home-office research. Third-party consultants are playing a larger and more active role in traditional manager due diligence, model portfolio construction, management of open-architecture strategist platforms, and working directly with advisors and RIAs in the field. This panel will delve into the expanding influence of consultants across the distribution landscape, offering perspective from both the gatekeeper and consultant points of view on this important dynamic.

Integrating High Tech and High Touch to Optimize the Client Experience

It's no secret that asset and wealth management are playing catch up to other industries when it comes to leveraging digital technology. This fireside chat-style session will drill down into key findings from J.D. Powers' body of industry research, including its recent *Advisor Digital Engagement Study* and just-released *Full-Service Investor Satisfaction Study*. The discussion will offer insights and best practices for both wealth and asset management firms on strategies to deal with key industry challenges and enhance both the advisor and client experience.

Non-Transparent ETFs: Through the Lens of the Distributor

What are the prospects for non-transparent ETFs across different distribution channels? This session offers the broker-dealer and custodian perspective on the overall concept, the different versions coming out, and which are likely to be accepted by distributors. The panelists will debate this important topic from all angles:

- Distributors' economic considerations
- Fit within the organization and overall business impact
- What strategies they will be looking for
- Their criterion for platform inclusion
- Education and training implications
- Compliance considerations
- Future structures that may emerge

The Shift to Centrally Managed Portfolios

A growing number of wealth management firms are asking advisors to transition from client and advisor discretion to centrally managed portfolios. And as more firms offer their strategic asset allocation or models through advisors, estimates show that the model marketplace will double in size over the next five years. As a result, advisors are redefining their value propositions as they move away from the selection of securities – and to some extent the selection of managers – towards a focus on client relationships, leaving investment outsourcing decisions to the firm.

This session will explore:

- How firms are participating in the model space

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- Why sponsor firms are increasing the role and exposure of third-party models on their platforms
- How asset managers are seeking to differentiate their model portfolios
- How sponsor firms and asset managers are helping advisors make the transition to models
- Whether models will facilitate financial advisors transitioning to “life planners”