CISI

CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

THE FINANCIAL PLANNING CONFERENCE 2024

15-16 October

Old Trafford Cricket Ground, Manchester

cisi.org/fpc24

#financialplanning24

14 October: Pre-conference activities

From 11:30 on 14 October 2024
Reddish Vale Golf Club, Southcliffe Rd, Stockport SK5 7EE

15 October: Day 1

09:15 - 10:15 **Breakfast meetings (closed round tables)**

Best practice and excellence in your firm post-Consumer Duty	Financial Planning Week
	Dilwar Hussain, Senior Marketing Manager, CISI *Jade Mehmet-Ali, Marketing Manager, CISI*

10:00 **Registration**

11:00 - 12:00 **Ethical dilemmas for financial planning**

Amrita Bhogal, Professional Standards and Ethics Manager, CISI

12:00 - 13:00 **Lunch**

13:10 - 13:20 **Welcome note**

Mike Waldron, Consultant and Facilitator

13:20 - 14:20 **Opening keynote: Holding your nerve**

Dr Jo Salter MBE, First female jet pilot to fly the Panavia Tornado

Jo shattered the glass ceiling as Britain's first female fast jet pilot. Join her as she takes you on a journey of breaking barriers (including the sound barrier), overcoming challenges and disrupting the norm. Jo will inspire you to challenge the status quo, embrace your own potential for greatness and learn how to hold your nerve in our complex world. Don't miss this opportunity to hear from a true trailblazer!

14:20 - 15:00

Stream 1: Pure financial planning	Stream 2: Behavioural finance	Stream 3: Practice management and technical
Empowering clients in their giving and social impact through effective philanthropy *Graeme Price, Founder Trustee, Together Charitable Foundation* *Harbi Jama, Head of Development, The London Community Foundation* *Laura Perkins, Director of Development and Communication, The London Community Foundation* Philanthropy is more prevalent amongst your clients than you think, providing education and purpose for both individuals and families. Learn how to converse with your clients on a deeper level, identify and classify your philanthropical clients, and gain a greater understanding of the vehicles available to you and how to integrate financial planning into your philanthropy discussion. Don't let your clients outgrow you!	**Lessons in financial chemistry** *Jason Lurie CFP™ Chartered FCSI (Financial Planning), Chartered Wealth Manager, Holland Hahn & Wills* Jason has a wealth of knowledge and experience in advising, which should appeal to both our younger and more senior advisers. During his presentation he will share with you, in an approachable yet insightful way, some of the many 'lessons' he has learnt over the years – from who and how to prospect, sales and communication techniques, how to operate and sell a successful business, mistakes he has made and how you can avoid making them!	**Getting Microsoft to work for your business** *Oliver Bourke, Managing Director, Mercury Wealth Management* Acting as a foundation and building block for financial success, Microsoft 365 is at the core of many businesses. In this session, Oliver will demonstrate its capabilities that you may not be utilising: Microsoft Planner, Sharepoint, Power BI and Visio. After the demonstration, Oliver will open the floor for knowledge sharing where we invite the audience to talk all things Microsoft. The session is best suited for those from smaller firms.

15:00 - 15:30	**Refreshments and networking**		
15:30 - 16:20	**Stream 1: Pure financial planning**	**Stream 2: Behavioural finance**	**Stream 3: Practice management and technical**
	Framing and documenting verbal advice *Fraser Jack, The Cyber Collective Australia* The thought-provoking session will focus on the provision of advice and challenge the assumption that advice is provided in writing. We reframe the idea of providing a "document" to "documenting the advice" by recording the conversation. We challenge the thinking of the word "Statement" in our Statement of Advice to not just mean written statement but also include verbal statements. We go deeper into what is meant by providing advice under the legislative framework and what it is to receive advice from the client's point of view. (aka, what would clients consider to be "advice" and how do they remember it). Fraser will be drawing similarities to the UK framework.	**Financial coaching** *Simonne Gnessen, Founder, Wise Monkey Financial Coaching* *Julie Greenwood, Head of Adviser Distribution, Octopus Money* In this fireside chat, chaired by Amyr Rocha Lima, CFP™ Chartered FCSI, Managing Director, Strategic Wealth Partners, we will reveal the tool kit to be a successful financial coach, considering training, upskilling and skills.	**Advanced Will and IHT planning** *Lucy Obrey and Nick Moxton Partner and Head of Private Client, Higgs & Sons Solicitors* A discussion considering the various crucial aspects of advance will writing and IHT planning. • The importance of appointing the right executors and trustees. Are all the assets in the UK? If not, what should be done • Using trusts within wills to: • bank available tax allowances; • consider the double-dip will structure; • provide asset protection for beneficiaries; and • powers to add and exclude beneficiaries. • Importance of a well drafted letter wishes and the requirement to update the same. • Investment issues with the above structures.
16:20 - 17:00	**Closing keynote: Marketing masterclass** *Samantha Russell, Chief Evangelist, FMG Suite* Samantha will be leading a practical how-to session on maximizing returns on your marketing investments. Her passion is helping financial advisors understand digital marketing strategies and switch their mindset from an "outbound cold sales" to a "warm inbound" approach. The strategies she teaches (including optimal website design, SEO, content marketing, social media and video) have helped thousands of advisors experience significant organic growth and new business over the last five years.		
17:00 - 19:00	**Hotel check in and break**		
19:00 - 23:00	**Awards reception and dinner**		

16 October: Day 2

08:45 - 09:30	**Breakfast meetings (closed round tables)**	
	Scale up! The three best take aways for developing a small business into a larger efficient organization	**How to build a £4 million practice: Growing and developing your staff and your business**
09:00 - 09:30	**Refreshments and networking**	
09:30 - 09:35	**Welcome address**	

09.35 - 10.35 **Opening keynote: Optimising interactions with others**

Professor Steve Peters, Consultant Psychiatrist and bestselling author

Back by popular demand! Our highest rated speaker from The Financial Planning Conference 2023 has returned. Steve will provide an overview of the Chimp Mind Management Model with real life examples. He will consider the chemical reactions in our brains and delve in to why a happier brain means better performance. This time Steve will also consider how to optimise interactions with others, including appreciating different mindsets, improving relationships, establishing your troop, and communicating constructively.

10:35 - 11:00 **Refreshments and networking**

11:00 - 12:20	Stream 1: Pure financial planning	Stream 2: Behavioural finance	Stream 3: Practice management and technical
11:00 - 12:20	**Deep dive into discovery and annual planning meetings**	**11:00 - 11:40 What clients want** *David Jones, Head of UK and Ireland Advisor Group & Vice President, Dimensional* Client wants and needs are varied and complex. So, designing a service proposition that can deliver value across a broad range of clients presents financial planning firms with some interesting challenges. This presentation draws on Dimensional's extensive studies of global adviser businesses and end investors to better appreciate what it is that clients want and use these insights to solve challenges such as growth, business development and the demonstration of value add. **11:40 - 12:20 We Are Brave: Take the fear out of disagreement & critical debate** *Sara Hickman, Director & Principle Consultant, We Are Brave* *Rhiannon Baxter, Director & Principle Consultant, We Are Brave* This session will cover myth busting on disagreement: 'it is possible but it's not comfortable'. Gain practical tools to set up the conversation; take time to think first, think better; be ready to speak up and be clear; and keep moving towards a decision.	**11:00 - 11:40 Financial planning post-McCloud in the public sector pensions world** *John R Reynolds CFP™ Chartered FCSI (Financial Planning), Independent Pension Analyst and Director of Expert Pensions Consulting* John and his team at Expert Pensions Consulting are well-versed in the latest developments affecting the NHS pension scheme and the public sector more broadly. This session is about guiding financial planners through these significant financial planning opportunities in public sector pension planning and ensuring they are best placed to help clients make informed retirement decisions about their NHS (or public sector pension) options. **11:40 - 12:20 AI: Practical application to enhance financial planning delivery** *Alan Smith, CEO, Capital Asset Management* Examples will be provided of time and money savings possible through AI technologies. This session will also consider how improved quality of work and consistency of language impacts the day to day elements of financial planning delivery and client data storage issues, before moving to an audience Q&A.

12:20 - 13:20	Lunch		
13:20 - 14:20	**Stream 1: Pure financial planning**	**Stream 2: Behavioural finance**	**Stream 3: Practice management and technical**
13:20 - 14:20	**Cashflow: What really good looks like** *Adam Leci, Technical Consultant, Truth (Prestwood Software)* Adam will explore best practice for cashflow modelling, framed around some of the common mistakes that even top practitioners may be making. Assisted by two respected and reputable planners who have enhanced their proposition by properly implementing cashflow modelling, Adam will consider some myths about cashflow modelling, both from a provider and planner perspective.	**Working with clients going through a divorce** *Tamsin Caine, Director of Financial Planning, Smart Financial* *Joanne Radcliff, Partner, Hill Dickson* This session will cover how to begin working with clients who are going through a divorce, the pros and cons of working with divorcing clients, and technical areas to concentrate on for working in divorce.	**Political impacts, tax changes and implementation**
14:20 - 15:20	**Closing keynote: Why optimism is the only realism** *Nick Murray, financial services professional, author and keynote speaker* Whenever the force of equity-driven innovation has collided with fearful current events, equities have always won out in the long run. However, the proclivity of investors to miss the long-term upward trend of mainstream equities' values and dividends because of negative current events/trends is human nature. An empathetic advisor can be the solution to breaking out of this pattern, helping investors focus on the encouraging lessons of their entire lives rather than on today's disturbing headlines. Promoting a genuine long-term focus — and making it stick — can be a vital element in the wealth manager's value proposition.		
15:20 - 15:30	**Closing remarks**		