Accredited Financial Planning Firm Conference – 6 March 2024

Time	Session
08:45 – 09:30	Registration and refreshments Delegates will be invited to write down the biggest challenge in their firms today and in the future. We will then discuss these challenges in a session later on in the day.
09:30 – 09:45	**Welcome address by Tom Griffin** Tom is a highly experienced communicator and a writer exploring the nature of consciousness. He is working alongside CEO's & business leaders seeking a more conscious and fulfilling 'ways of being' for themselves and all those they work with. Tom has been speaking, facilitating and coaching in the financial sector for the last 15 years. He has worked on culture and development programs with BNY Mellon and Aviva, and has given keynote speeches and hosted conferences for some of the major financial institutions.
09:45 – 10:10	**Winner of AFPF™ of the year 2023: Pavis Financial Management** 'Everything we do within the business is focussed on the client. This is our "raison d'etre" – delivering the best possible client outcomes. Everything else is just noise.' ***Carly Dunningham CFP MCSI, Director and Chartered Financial Planner, Verso Wealth Management Limited*** Carly is a Chartered Financial Planner and Director of Verso Wealth Management Limited, formerly Pavis. Carly has been in financial services for just over 20 years having held various roles from mortgage advising, paraplanning support, and becoming a financial adviser in 2009. Work closely with her clients, she helps them achieve their life goals and aspirations. Carly's time is divided between this and managing the business with her co-directors. No two days are the same and she enjoys seeing the power real financial planning can have. Carly is a chartered member and fellow of the PFS as well as being a Certified Financial Planning Professional with the CISI. ***Quentin McCormick CFP™ Chartered FCSI (Financial Planning), Managing Director and Chartered Wealth Manager, Verso Wealth Management Limited*** Quentin is Managing Director and Chartered Wealth Manager of Verso Wealth Management Limited, formerly Pavis. He has more than 30 years' experience in the financial planning sector and has been advising clients since 1996. Many of his original clients are still with him after all these years, even dealing with the children and grandchildren of clients. Quentin specialises in both intergenerational wealth planning and advising business owners, which help him make a real difference to people's lives, not just their finances.
10:10 – 10:40	**Behavioural challenges in an era of uncertainty** ***Stuart Podmore, Investment Propositions Director and an expert in behavioural finance, Schroders***

	You don't have to look hard to find reasons to be uncertain in this world. Geopolitics dominates, with war in Europe and the Middle East, while the 2023 Edelman Trust barometer revealed that personal economic fears were on a par with existential societal fears. Our challenge is to guide clients through these times. To stand the best chance of achieving this requires behavioural insight that goes beyond a knowledge of an ever-expanding mosaic of behavioural biases. With reference to more recent behavioural academic thinking, we shall explore the idea that clients are normal rather than rational investors, and that armed with this knowledge, we might collectively accelerate positive change. Stuart presents and broadcasts to clients globally on Markets, Macroeconomics, Geopolitics and Behavioural Finance both from the Schroders studio and in person at conferences. Increasingly, he interviews key figures within and beyond the industry on discussion panels and podcasts to provide additional insight for clients. Stuart joined Schroders in 2015 as Investment Propositions Director after over 15 years in investment at Barclays and JPMorgan Asset Management where latterly, he worked as Client Portfolio Manager, Global Fixed Income. Stuart served 6 years as a Royal Artillery officer, deploying on operations to Northern Ireland and the Former Republic of Yugoslavia, and served with the Reserve Forces for several years. He is a Chartered Alternative Investment Analyst, holds the Investment Management Certificate and the Chartered Institute of Marketing Post Graduate Diploma.
10:40 – 11:10	**Productivity in financial planning and wealth management** ***Donald Reid, Non-Executive Director, Solve*** This session will cover conclusions from a research project led by FoxRedInsight in conjunction with Solve Partners; sponsored by SEI and supported by Owen James. The research kicked off with a narrow survey group of CEO / COOs followed by a round table discussion in September 2023, and expanded out with additional quantitative surveys across 50+ firms covering small financial planning firms through to large integrated investment management and financial planning firms. This was supplemented with a series of qualitative interviews with C-Suite individuals running through to January this year, to better understand the views at Exec and Board level. The conclusions highlight a number of areas for potential improvement and includes examples of best practice. Donald has more than 35 years' experience in Financial Services and Wealth management. He founded Solve Partners as a consultancy, resourced by industry practitioners, that specialises in the Wealth sector in early 2023. Prior to Solve he was Group COO for Tilney Smith & Williamson (now Evelyn Partners), having joined one of the predecessor firms, Bestinvest; as both COO and CFO in 2010. He was instrumental in leading the business through significant operational change through several large scale and bolt on acquisitions (including Towry), re-platforming, and supporting organic growth during private equity ownership. Before 2010 he was Managing Director, Operations for UBS Wealth Management in the UK, Head of UK Operations for Barclays Wealth, and CFO for Barclays Stockbrokers, having trained as a Chartered Accountant with Ernst & Young in the early 1980's.

11:10 – 11:30	**Refreshment break**
11:30 – 12:00	**The strategic edge of data independence** ***Charles Southey, Founder and CTO, Contengo*** With many advice firms planning to soon be adopting AI embedded systems, the success of these technologies hinges on the quality of their data. Seeing data as valuable, is key to building a strong data strategy. In this session Charles will talk about the challenges we are seeing firms facing today, and how crafting a strategy for accessing, managing, and analysing data is crucial to enhance client trust and business agility in the future. Charles Southey is a Cambridge-educated Computer Scientist with over 30 years experience leading IT solutions delivery in some of the world's most successful organisations, including 10 years delivering award-winning commercial solutions in the Financial Services sector.
12:00 – 12:30	**Biggest challenges facing your firm** Earlier we asked the audience for the biggest challenges their firms face today and in the future. Drawing on key themes, this session will provide delegates with an opportunity to share insight, knowledge and learn from each other's experiences. Moderated by Tom Griffin.
12:30 – 13:10	**Lunch**
13:10 – 14:10	**AI – Threat or opportunity?** ***Jon Pittham, Director, ClientsFirst*** Current thinking about AI is marked by a strategic blend of cautious optimism and innovative ambition. Across industries, there is a growing recognition of AI's potential to streamline operations, uncover insights from data analytics, and create new customer experiences. However, within the financial planning sector, there is also an awareness of the challenges involved, including ethical considerations, data privacy concerns, and the need for skilled personnel to manage AI initiatives. Jon's background positions him well to guide and inform financial planning businesses. In addition to looking ahead to the future, he offers clear, actionable insights into how AI can optimise business operations, enhance the quality of advice, and improve client outcomes. His presentations are grounded in the reality of the financial planning sector, offering a balanced view of the opportunities technology presents. Jon Pittham, the founder of ClientsFirst and Karman Digital, has established himself as a guiding force in the adaptation of digital technologies within the financial services industry. With a 25-year track record in financial services, Jon has led thinking on how strategic use of data, process refinement, and AI can benefit financial planning practices. At Karman Digital, Jon's leadership focuses on helping corporate clients, across a range of sectors, understand and implement digital strategies that leverage the latest technologies to meet customer needs effectively and foster business growth. His approach is pragmatic and

	results-driven, emphasising tailored solutions that resonate with the current digital evolution in financial services.
14:10 – 14:30	**Refreshment break**
14:30 – 15:30	**'Generation Z: The future of finance'. How to ensure graduates stay and excel at your firm** ***Ewan Rosie, Chief Client Officer, Cooper Parry*** ***Katrania Lowers Chartered MCSI, Associate Financial Planner, Colmore Partners*** ***June Dawson, Co-Founder Managing Director, Fruitful Insights Ltd*** ***Jake Richings, Director, Authentic Engagement*** ***Charlotte Allen, Senior Manager, Early Careers Talent Acquisition, Mazars*** ***Moderated by Kirsty Crosby, Head of Education Development, Chartered Institute for Securities & Investment**** The session will cover the following topics: • Employee retention and engagement • What do young graduates look for when joining a firm, and why do they leave? • How to ensure they stay • Engagement • Career paths • Company culture and ensuring diversity and inclusion
15:30 – 16:15	**Anyone can add up: Redefining service excellence in a process-driven world** ***Peter Banks, Managing Director, Rudding Park*** In this keynote, Peter will challenge the conventional norms of a skilled, process-driven industry. Discover how Peter challenges the status quo, encouraging industry leaders to go beyond the routine and infuse a human-centric approach into their processes. With a track record of captivating audiences at organisations such as Lloyds, First Direct, Saffery Champness, and Citywide, Peter's talk will delve into the core philosophy that places the client at the heart of everything. Peter is the Managing Director of Rudding Park, a privately owned luxury hotel with destination spa in Harrogate, Yorkshire. He's grown the hotel to what it is today from the initial launch, managing big investments that have led to Rudding regularly winning awards such as 'Hotel Spa of the Year' from the AA and 'Hotel of the Year' from Visit England. He has held key positions within the company for 25 years including Director, General Manager, and Resident Manager. Peter began his hospitality career as a Management Trainee at Savoy Hotel and, prior to joining Rudding Park, held management positions at London Hilton on Park Lane and St Andrew's Old Course Hotel.
16:15 – 16:30	**Closing remarks by Tom Griffin**
16:30	Event ends

Programme details and timings are subject to change.