

Schedule of the Day					
Lasdun Hall	0830-0900	Breakfast	Informal networking over breakfast		
Council Chamber	0900-0920	Welcome	Scene Setter Findings. With James Goad, Managing Director, Owen James		
Council Chamber	0920-0955	Keynote Presentation	A Twin Universe. We are set to be the last generation to draw any distinction between online & offline. As we move closer to the two worlds merging, it is time to think about the different journeys customers will take, and how the Metaverse will both rock and disrupt, as well as delight and deliver! With Ella Sy, Strategic Director at GDR Creative Intelligence		
Breakout rooms	1000-1110	Roundtable Session	Client experience. Serving your client right in a digital world	Enhancing client communications. Creating a holistic digital relationship with your clients	Retirement drawdown. Delivering better client outcomes through technology
Lasdun Hall	1115-1135	Morning Coffee	Grab a refreshment and catch up with your peers		
Council Chamber		TechTalks - Short and punchy presentations from our fintech companies, to tell you what they do - within the space of ten minutes. Their brief is to entertain and educate rather than pitch! The clock will be ticking...			
	1140-1155	TechTalk 1	Pioneer Spirit. As investor demands evolve, increasing automation will be the next frontier of productivity enhancement in the front office. With Paul Bebber, Senior Director SS&C		
	1155-1210	TechTalk 2	Digital transformation in action. Hear about a recent successful project from a leading wealth manager. With Ákos Szalay, Senior Innovation Consultant Dorsum Investments		
Breakout rooms	1215-1325	Roundtable Session	Digital engagement in wealth managements. How can technology deliver a superior relationship between clients and advisors?	With the use of private market funds by private investors on the verge of becoming mainstream, how can you deliver a suitable and compelling solution?	Leveraging data into customer experience
Lasdun Hall	1330-1430	Buffet Lunch	Network with peers over lunch		
Wave Goodbye	1435	Thank you & farewell	We wish you a safe trip back to the office or home		

WEALTHTECH MATTERS

WEALTHTECH MATTERS - THE CLIENT

ROUNDTABLE TOPICS

10 MARCH 2022, THE ROYAL COLLEGE OF PHYSICIANS, LONDON

Contents

1. DIGITAL ENGAGEMENT IN WEALTH MANAGEMENT. HOW CAN TECHNOLOGY DELIVER A SUPERIOR RELATIONSHIP BETWEEN CLIENTS AND ADVISORS?
2. RETIREMENT DRAWDOWN. DELIVERING BETTER CLIENT OUTCOMES THROUGH TECHNOLOGY
3. ENHANCING CLIENT COMMUNICATIONS. CREATING A HOLISTIC DIGITAL RELATIONSHIP WITH YOUR CLIENTS
4. WITH THE USE OF PRIVATE MARKET FUNDS BY SOPHISTICATED PRIVATE INVESTORS ON THE VERGE OF BECOMING MAINSTREAM, HOW CAN YOU DELIVER A SUITABLE AND COMPELLING SOLUTION?
5. CLIENT EXPERIENCE. SERVING YOUR CLIENT RIGHT IN A DIGITAL WORLD
6. LEVERAGING DATA INTO CLIENT EXPERIENCE

WEALTHTECH MATTERS

I. DIGITAL ENGAGEMENT IN WEALTH MANAGEMENT. HOW CAN TECHNOLOGY DELIVER A SUPERIOR RELATIONSHIP BETWEEN CLIENTS AND ADVISORS?

The quest for a holistic customer journey unlocking greater client engagement is an attractive one - akin to the holy grail.

Delivering seamless onboarding journeys and the segmentation of clients for hyper-personalised communications would appear to be an easy one to deliver. But it is also littered with potential pitfalls - misguided decisions can result in costly U-turns, siloed systems, and, worse, a disjointed customer journey leading to a disillusioned and disaffected client.

Our Insights gathered from a 2021 panel of Wealth Management experts, also revealed the need to tread carefully when considering the amount of information gathered and the data flow; integration with other systems – and the need to maintain face-to-face contact with clients.

This workshop will explore our 2021 findings and provide insights into how an integrated approach can provide better client engagement, greater AUM and improve your bottom line.

The stakes have never been higher especially when only 8% of CEOs say their current business model will survive the current digital disruption. *

Can you afford to get it wrong?

**Global Futures and Foresight.*

Expert: Johnny Beloe, Director of Pre-Sales & WDXI Product Strategy at Wealth Dynamix

2. RETIREMENT DRAWDOWN. DELIVERING BETTER CLIENT OUTCOMES THROUGH TECHNOLOGY

There is a lot of focus and nervousness around the impact of the FCA's Consumer Duty. One of the four outcomes and associated rules identified by the FCA is "consumer understanding", whereby they are expecting firms to focus much more on consumer outcomes and understanding throughout the customer journey. So how do we put this into practice when preparing clients for growth and income in this brave new world?

This session will explore how you use technology to assess, build, stress-test, review and solve your clients' plans and will touch on the following:

- **Making the right assumptions throughout the advice journey** - When we're forecasting and modelling, we need to make assumptions – be that about markets; asset classes; inflation; etc. How can we do this to ensure the best outcomes for clients?
- **Avoiding risk misalignment** - How you ensure you mitigate any risk misalignment when defining risk across all your clients?
- **Ensuring your clients are on the same page** - How do we help our clients understand the risks in drawdown?

Expert: Paul Hogg, Senior Business Development Manager at EV

3. ENHANCING CLIENT COMMUNICATIONS. CREATING A HOLISTIC DIGITAL RELATIONSHIP WITH YOUR CLIENTS

Traditionally, personalised face-to-face communications with clients has dominated the wealth management industry. But with the pandemic accelerating the shift to online engagement, client expectations have fundamentally shifted and the way clients wish to interact with their wealth manager is changing too. This session will review how to streamline your processes and adopt technology-enabled client communications, ensuring your business remains relevant in a changing world.

- Reducing paper-based documentation and digitising the client onboarding process.
- Delivering vital information to clients across multiple channels, while maintaining trust.
- Using new technology to free up time and resources to retain and improve those all-important client relationships.

Expert: Chris Ansara, Alt/Ave

4. WITH THE USE OF PRIVATE MARKET FUNDS BY SOPHISTICATED PRIVATE INVESTORS ON THE VERGE OF BECOMING MAINSTREAM, HOW CAN YOU DELIVER A SUITABLE AND COMPELLING SOLUTION?

- According to analysis by Oliver Wyman, HNW investors will play a much more important role in this space going forward, allocating an additional 5% of their portfolios by 2025 which represents ~£1 trillion AUM.
- Innovation in product design, new technology-enabled platforms and more permissive regulations mean that wealth managers have the opportunity to help their client access private markets, which provide diversification and the potential for higher returns.
- However, the barriers to entry that prevented these clients investing still need be managed, these include limited liquidity of funds, high investment thresholds, limited access to the best opportunities and regulatory and operational complexity.
- It can also be challenging to build a well-diversified portfolio across different sub asset classes, strategies, managers, types (primaries, secondaries, co-investments) and regions as well as incorporating any ESG requirements.
- Liquidity is an important consideration for many clients. There are various approaches to providing the potential for liquidity, wealth managers need to understand the benefits, costs and suitability implications.
- For wealth managers, offering access to private markets can provide a source of differentiation and competitive advantage, as well as a counterbalance to downward pressure on fees.

Expert: Adam Harrison, Titanbay

5. CLIENT EXPERIENCE: SERVING YOUR CLIENT RIGHT IN A DIGITAL WORLD

At the beginning of the pandemic there was a rush to utilise technology to solve tactical issues and deliver business continuity. But as we emerge into the new normal, a more strategic approach is required to ensure you are delivering a better client experience powered by technology. Due to disruptive technology startups and the pandemic induced shift to hybrid advice, the role of the wealth manager has been redefined and so have the needs and expectations of your clients. Curating an enhanced client experience is paramount to retain relevance in this brave new world.

Your clients expect successful outcomes, and they want flexibility and visibility across any channel they decide which they can use at any time. They expect you to meet their time and cost saving requirements.

Ensuring your whole business is set-up to best serve both new and traditional clients is crucial to foster customer loyalty and prevent attrition.

This expert led roundtable session will focus on:

- How do you ensure that your systems and user interface are able to support automated client journeys so that no matter which path the client chooses or how they choose to interact with you a personalised, efficient and optimal client experience is achieved?
- What available solutions are there to help your advisers and other staff spend their time focusing on the customer and allow the business to scale without employing more personnel?
- Why having automation as the foundation of the business will enable firms to launch new services; lower OPEX; ensure that all the systems (internal and external) are connected; and modernise client journeys to collectively ensure your business can improve customer outcomes in a digital world.

Expert: Eric Tyree, Head of Research and A.I. at Blue Prism

6. LEVERAGING DATA INTO CUSTOMER EXPERIENCE

Threats of new entrants, regulatory change and changing customer behaviour means that wealth management is in the process of transformation. The need for client centric data to be extracted and utilised throughout the client lifecycle to deliver enhanced customer experience presents both significant opportunities and challenges.

This session will explore how the market is currently using data to engage with clients and identify new prospects. We will review what the future holds and how to invest in your technology to ensure you are positioned to capitalise on the significant opportunities that big data presents.

- Using data to drive customer centricity, personalisation and enhanced customer experience.
- Integrating traditional and new data sources including; clients, products, markets, compliance, content, social media, and behavioural.
- How big data and analytics are driving hybrid advice models including automated portfolio allocation and goal-based planning.

Experts: Shelley Doorey-Williams, Partner, Wealth & Asset Management and Alan Thomas, Senior Associate, Advisory at KPMG