

The Future of

# Distribution in Financial Services

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3rd & 4th December 2009

The Waldorf Hilton, London

The impact of the RDR –  
debate the future at  
the UK's leading event



Speakers



**Barry O'Dwyer**  
Managing Director,  
Retail Life and Pensions  
Prudential



**John Van Der Wielen**  
Managing Director  
Clerical Medical



**Martin Davis**  
Chief Executive Officer  
Openwork



**Angela Seymour Jackson**  
Distribution Director  
Aviva



**Peter Mann**  
Chief Development Officer  
Skandia



**Simon Hynes**  
Director of Retail Distribution  
Jupiter Asset Management

Speakers



**Geoffrey Clarkson**  
Group Compliance Director  
Tenet Group



**Stephen Ingledew**  
Strategy Director  
Standard Life



**Paul Boston**  
Sales Director  
Novia Financial



**Hugo Thorman**  
Managing Director  
Ascentric



**Richard Howells**  
Intermediary Sales Director  
Zurich Financial Services



**Steven Cameron**  
Head of Business Regulation  
AEGON

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save £200!

“ For serious thought provoking debate, Marketforce and the IEA events always deliver, with speakers challenging the conventional financial services wisdom. ”

Stephen Ingledew, Strategy Director, Standard Life

# Distribution in Financial Services

The impact of the RDR – debate the future at the UK's leading event

Now is a critical time as the industry looks to develop profitable distribution strategies before the 2012 RDR implementation deadline. Increased adviser professionalism and transparent remuneration structures will be key features going forward. However, there is still uncertainty over a workable solution for simplified or 'restricted advice'. The industry must also look to tackle the issue of the 'savings gap' and consumer engagement. The conference will bring together senior industry speakers and delegates to discuss how the industry can move forward.

*The Future of Distribution in Financial Services* has established itself as a leading forum for the key players in financial services distribution to come together to debate the challenges and opportunities presented by the Retail Distribution Review and the evolving distribution landscape.

## Key reasons to attend:

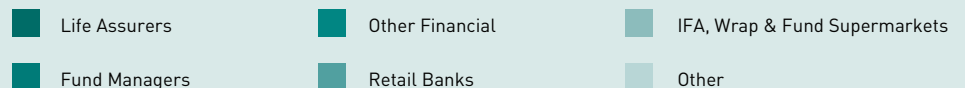
- **Benefit** from a highly topical agenda extensively researched with leading experts
- **Challenge** your own views and those of our speakers in dedicated Q&A sessions
- **Share** best practice on targeting different customer segments in our round table discussions
- **Hear** from leading product providers and IFA's on the costs, challenges and opportunities of implementing regulatory change
- **Explore** strategies for reaching and engaging customers successfully

## Topics to be addressed include:

- Which business models will flourish in the post-RDR advisory space?
- Managing the costs of implementing regulatory change effectively
- Formulating a customer-centric distribution strategy
- How can the industry tackle the issue of increasing access to advice?
- The evolution of platforms: charting the way ahead

## Who will I meet?

*The Future of Distribution in Financial Services* attracts companies from all areas of the financial sector. Below is a breakdown of who attended last year:



## Companies represented at the event in previous years include:

AEGON  
Allianz  
Artemis Fund Managers  
Association of British Insurers  
Aviva  
AXA  
Barclays Bank  
BUPA  
Clifford Chance

Close Investments  
Co-operative Financial Services  
Coventry Building Society  
Distribution Technology  
DST International  
Fidelity International  
Financial Services Authority  
Fortis Bank  
Friends Provident

HBOS  
HSBC Bank  
ICICI Bank UK  
In Retirement Services  
ING Direct  
Invesco Perpetual  
Jupiter Asset Management  
KPMG  
Legal & General

Lloyds Banking Group  
LV=  
National Savings & Investments  
Nationwide  
NFU Mutual  
Northern Trust  
Prudential  
Royal Bank of Scotland  
Royal Liver Assurance

Saga Group  
Schroders  
Scottish Widows  
Skandia Group  
St James's Place Wealth Management  
Standard Life Group  
Wesleyan  
Zurich Financial Services

# Distribution in Financial Services

The impact of the RDR – debate the future at the UK's leading event

## Day 1: Thursday 3rd December

09.15 Welcome address by **Juliet Knight**, Director, **Marketforce**

09.20 Chairman's opening remarks

### Session One: Exploring the future shape of distribution

*In this session, leading representatives from different areas of the financial services industry will outline how they envisage the environment for distribution developing, the impact of the RDR, the effects of the economic downturn, the opportunities available, and future strategies for success.*

09.25 The life assurer's perspective  
**Barry O'Dwyer**, Managing Director, Retail Life and Pensions, **Prudential**

09.35 The IFA's perspective  
**Martin Davis**, Chief Executive Officer, **Openwork**

09.45 The multichannel distributor's perspective  
**John Van Der Wielen**, Managing Director, **Clerical Medical**

09.55 The fund manager's perspective  
**Simon Hynes**, Director of Retail Distribution, **Jupiter Asset Management**

10.05 The platform provider's perspective  
**Paul Boston**, Sales Director, **Novia Financial**

### Panel Discussion

10.15 *The above speakers will form a panel to address the following questions:*

- What impact has the RDR had on different distribution channels? Who will benefit?
- Does more focus need to be placed on improving access to advice?
- How can 'restricted advice' become an effective sales tool whilst avoiding excessive mis-selling risk?
- What impact will the RDR have on the IFA sector?
- How has the recession affected distribution strategies and levels of investment?
- To what extent will the reform of sales remuneration drive a shift to direct distribution?
- How much pressure will the RDR place on businesses at a time when business volumes are falling?
- How could distribution strategies help to address the savings gap?
- What profitable opportunities are available?

Questions will be taken from the floor during and after the panel discussion

10.50 Advisory session

11.10 Refreshments

### Session Two: Regulation - a driving force for change

#### 11.40 Interview

*In this session, an expert speaker will discuss how regulatory developments are helping to push forwards improvements in the quality and availability of advice. They will give their opinion on the findings of the consultation process and thoughts on the challenges ahead.*  
Speaker to be confirmed

12.00 Questions

#### The industry response

*Two industry representatives will outline the practical implications that recent changes in regulation will have for their businesses, how they are preparing for change, and the costs and pressures involved. They will also describe where they would like future regulatory priorities to lie.*

12.15 **Geoffrey Clarkson**, Group Compliance Director, **Tenet Group**

12.30 **Steven Cameron**, Head of Business Regulation, **AEGON**

12.45 Questions

12.55 Advisory session

13.15 Lunch



#### Keynote Address

14.30 **Exploiting new opportunities in distribution**

- Where are the new distribution opportunities for life assurers and how can these be tapped into?
  - Will a greater emphasis be placed on using multiple channels to market?
  - How important will direct distribution be post 2012?
- Angela Seymour Jackson**, Distribution Director, **Aviva**

14.50 Questions

### Session Three: Round table discussions

14.55 *Delegates will choose to attend one of three round tables. The starting points for discussion are outlined below:*

#### Discussion One:

The mass market

- Who is best suited to providing advice and products for the mass market?
- How attractive is the mass marketplace for providers and advisors?
- Are direct distribution channels the best way for life assurers to reach the mass market?
- Will sales advice succeed in filling the savings gap?
- From 'selling' to 'buying': could financial services products be transformed into a purchase of choice in the consumer mindset?

#### Discussion Two:

The mass affluent customer

- A saturated marketplace? What scope is there for involving a higher proportion of the mass affluent demographic in financial services?
- What services do the affluent require?
- How much will the affluent consumer be willing to pay for advice?
- Looking beyond advisory services: which other channels best reach this segment?

#### Discussion Three:

The HNW individual

- Who is best placed to service the HNW customer?
- How competitive is this marketplace? Which players will be successful?
- How important is whole of market for the high net worth individual?
- Has the RDR opened up opportunities for new entrants to the top end of the market?
- What role will platforms play in HNW distribution?

15.25 Feedback session

*The chair will now ask a representative from each table to feed back the main findings from their discussion to the audience*

15.40 Refreshments

## Session Four: The future shape of the advisory market

16.10 In this session, each speaker will be asked to comment on the key questions outlined below. The audience will also be invited to contribute their views on each discussion point.

- How can IFAs respond successfully to the changes resulting from the RDR?
- Which business models will flourish in the post-RDR advisory space?
- Balancing value for money and profitability: how can effective pricing strategies be developed?
- How can the industry prove the value of advice to the customer?
- To what extent will professionalism attract new talent to the IFA sector?

**Richard Howells**, Intermediary Sales Director, **Zurich Financial Services**

Further speakers to be confirmed

17.00 Chair's closing remarks and end of day one

## Day 2: Friday 4th December

09.00 Chairman's opening remarks

## Session Five: Developing a successful channel strategy

09.05 Formulating a customer-centric distribution strategy

- Creating strong relationships and responding to customer requirements
- Relating financial services to the modern consumer: developing new channels which complement consumer behaviour
- How can customers be profiled and segmented most effectively?
- Translating customer understanding into a focused distribution strategy: how can this be achieved in reality?

**Peter Mann**, Chief Development Officer, **Skandia**

09.25 What scope is there for growth in direct distribution channels?

- How should investment in direct distribution be targeted?
- How is the regulatory environment opening up more opportunities in direct distribution?
- Is direct sales the best solution for orphan clients? What other options are there?
- Capitalising on the trend for customers to self serve more
- What will distribution look like in 10 years time?

**Stephen Ingledeu**, Strategy Director, **Standard Life**

09.45 How significant an opportunity is bancassurance?

- Will banks look to grow the bancassurance side of their operations?
- How can banks mitigate the impact of the financial crisis on customer attitudes?
- How well-positioned are banks to attract new customers and up-sell financial products?
- Under current proposals, is offering 'restricted advice' an attractive proposition for banks?
- Has the RDR helped or hindered the growth of bancassurance?

Speaker to be confirmed

10.05 Meeting the challenge of Personal Accounts distribution

- Which distribution strategies are viable for such a mass market proposition?
- How can distribution costs be minimised?
- How vital is the role of technology?
- What level of advice do consumers need? What is economic?

**Paul Gilbody**, Head of Product and Distribution, **Personal Accounts Delivery Authority**

10.25 Advisory session

10.45 Questions

11.00 Refreshments

## Session Six: Engaging the financial services customer

11.30 Exploring the consumer mindset: how do customers view the financial services industry?

- Which parts of the market do consumers trust and why?
- How have levels of trust been affected by the economic downturn?
- How does financial services compare with other business sectors?

**Mick McAteer**, Director, **The Financial Inclusion Centre**

11.50 Brand: the key to success?

- What's in a name? How do consumers' perceive brand in financial services?
- Exploring the relationship between brand and trust: how can this be harnessed in distribution strategy?
- Traditional financial institutions versus newcomers to the marketplace: who has the competitive advantage?
- How has investment in brand been affected by the economic climate, and what impact will this have on consumer distribution?

Speaker to be confirmed

12.10 Exceeding customer expectations: the view from the wealth management world

- Assessing the benefits of a personalised and tailored approach to distribution
- What are the most cost-effective ways of delivering a personalised service?
- How easily can approaches used in wealth management be taken to the wider market?

**Hannah Edwards**, Head of New Clients, **Killik & Co**

12.30 Advisory session

12.50 Questions

13.05 Lunch

## Session Seven: The evolution of platforms - charting the way ahead

### Panel discussion

- 14.20
- Should the FSA review the status of provider-owned platforms?
  - What potential is there for new entrants to the marketplace?
  - How will the industry consolidate? A five year forecast
  - Is open architecture a necessity, and how much choice do users actually want?
  - Do platforms need to become more transparent?
  - How can platforms be used to innovate within the life and pensions industry?
  - Platforms and third-way products: what are the opportunities here?

**Jon Everill**, Propositions Director, **Bluefin Group**

**Hugo Thorman**, Managing Director, **Ascentric**

Further speakers to be confirmed

Questions will be taken from the floor throughout the discussion

15.00 Chair's closing remarks and end of conference

## Key



### Panel Discussion

Each speaker will make an individual address or short introductory remarks before joining a lively discussion and interactive debate. Delegates are invited to pose questions throughout the session, providing the opportunity to guide the discussion and topics covered and test our panellists with some challenging questions!



### Keynote Address

A prominent industry player addresses the event on a key issue.

## What your peers said about last years' event

"Found it interesting and enjoyable."

Jake Smith, Legal & General

"Very interesting combination of RDR debate focused issues along with investment management/channel discussions."

Roger Fay, Focus Solutions

"Interesting to hear the views of the academy and product provider communities."

Paula Moore, Jupiter



## Interested in speaking, exhibiting or hosting an event around the conference?

There are plenty of great tailored opportunities to meet and greet key people at this conference: for more details, please get in touch with Emma Blank:

- 1) Calling **+44 (0)20 7760 8625**
- 2) Emailing **eblank@marketforce.eu.com**

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# Registration Form

Code: 3222

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Delegates	Bookings on or before 2nd October	Bookings from 3rd October
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Job Title		
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**Delegate information**

Registration and documentation distribution from 8:30am on the 3rd December 2009 at The Waldorf Hilton, London. The fee covers attendance at all sessions. Payment must be received prior to the event.

**Event accommodation**

Overnight accommodation is not included in the registration fee. However, a limited number of rooms are available at the Waldorf Hilton at a reduced rate of £189.00 including breakfast, excluding VAT. To make your reservation please contact the hotel directly on 020 7836 2400 and quote Reference GMARC by 26th October to secure the reduced rate.

For alternative accommodation please see: [www.cityhotellaccommodation.com](http://www.cityhotellaccommodation.com)

**Please note** It may be necessary for reasons beyond the control of the organisers to alter the content or the timing of the programme.

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