

Strategic Insight Forum - Boston

Collaborating for Success



Focus On Distribution

An Interactive Conference

July 15, 2009
The Harvard Club
One Federal Street, 38th floor
Boston, MA

- What are fund firms doing to adapt distribution strategies to the new era?
- Where are the new opportunities?
- How should managers tap into the fast-growing distribution channels?

Explore these issues and more in this half-day conference,
featuring presentations and roundtable discussions



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In the spirit of ‘open architecture,’ Strategic Insight has gathered in-house and outside experts to lead an unprecedented half-day, interactive conference on mutual fund distribution:

- The SI Forum will feature short formal presentations followed by lengthy roundtable discussions on the general topics of those presentations – today’s hottest topics in fund distribution, including opportunities in the DCIO marketplace and how to reach RIAs.
- Our roundtables will be led by presenters from Strategic Insight, Coates Analytics, Sincere & Co., Sway Research and Cogent Research. These discussions will be interactive, so come prepared with questions for our thought leaders and for your fellow mutual fund executives – we expect attendees to share their approaches, stories and challenges, and answer questions from the presenters.
- SI’s Avi Nachmany will provide a lunchtime update on key industry trends.
- The event lasts from 11:00 am to 4:30 pm., with a sit-down lunch and coffee breaks.
- Cost: \$500 per person; only \$400 per person if your firm sends three or more people.

Who Attended Our First SI Forum in April 2009:

We had 65 attendees from 43 companies, including:

- 13 heads of third-party distribution or national accounts
- 4 CEOs/Presidents
- 14 heads of product development/product area
- 9 heads of marketing
- 7 heads of strategy/planning
- And Equity Research Analysts, Broker-Dealer Gatekeepers, Private Equity Firm Principals, and others

Our First SI Forum Sparked Feedback Like This:

“Great conference with very useful insights - has prompted me to think about other analyses and information I can provide.”

-- Director of Market Development

Questions? Please email Sibel Oyman at sibel@sionline.com



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AGENDA

Registration & coffee begins at 11:00 am

Program begins at 11:15 am

Presentation/Discussion 1: Coates Analytics' Todd Buck on Advisor Segmentation

Todd Buck will present on the buying and selling patterns of broker/dealers. Using data from the Coates Analytics Distribution Management System, he will provide a better understanding of advisors and their books of business on fee-based, commission-based and SMA program platforms.

Some of the questions he will address during the roundtable discussion:

- How many advisors are increasing or decreasing their cash positions?
- What is the breakdown of advisors' books in terms of commission-based, wrap and SMA sales?
- How can fund firms do a better job segmenting financial advisors?

Todd Buck is director of sales at Coates Analytics, a provider of competitive intelligence on investment product distribution and a subsidiary of PNC. Previously, Todd served as vice president, managed solutions, for Merrill Lynch, and held senior sales positions with Strong Capital Management and other fund firms. *Scott Anderson*, director of research at Coates Analytics, will join in the presentation and discussion.

Presentation/Discussion 2: Strategic Insight's Dennis Bowden on National Broker-Dealers

Dennis Bowden will present on fund sales trends at National Broker-Dealer firms. Dennis's presentation, based on a new research report jointly done by Strategic Insight and Coates Analytics, focuses on overall National BD trends, as well as sales at mutual fund wraps vs. SMAs vs. commission-based platforms. He will explain differences in fund preferences at the different types of platforms.

Some of the questions he will address during the roundtable discussion:

- Which investment styles have been growing the fastest at national broker dealers?
- How do the drivers of fund sales success differ across each of mutual fund wrap, commission-based and SMA platforms?
- Who have been the winners within the National BD marketplace and where might the opportunities lie moving forward?

Dennis Bowden is a research analyst in the U.S. research and consulting group at Strategic Insight, where he has authored or co-authored several research pieces on U.S. fund distribution. Prior to joining SI in 2007, Dennis worked at AllianceBernstein in its U.S. mutual fund area.

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Presentation/Discussion 3: Sincere & Co.'s Richard Sincere on RIA Distribution

Richard Sincere will present a brief overview of the independent Registered Investment Advisor (RIA) marketplace, further segmenting the group based on type of practice. He will discuss trends in the RIA channel, followed by what he feels are the key “needs” of independent RIAs from mutual fund companies.

Some of the questions he will address during the roundtable discussion:

- What are the opportunities and challenges of working within the independent RIA marketplace?
- What marketing activities have worked and not worked with independent RIAs?
- How have firms been able to resolve channel conflict between the independent RIAs and the breakaway brokers and/or institutional clients?

Richard Sincere, Chairman and CEO of Sincere & Co., founded his marketing/distribution firm in 1997 after holding senior positions at Fidelity Investments, National Westminster Bank, and Citibank. Sincere & Co. distributes institutional mutual funds to the independent fee advisor market.

Presentation/Discussion 4: Sway Research's Chris Brown on Investment-Only DC

Chris Brown will share insights on developments in retirement markets, such as the massive loss of retirement assets among U.S workers and retirement providers, and the effects on distribution and product strategy for asset managers in the defined contribution investment-only (DCIO) market.

Some of the questions he will address during the roundtable discussion:

- How has the crash altered the landscape of plan investment menus and where are new opportunities?
- How are margins holding up under increasing pressure from platforms that are feeling the squeeze of a significant decline in asset-based revenue?
- Following a tough start to 2009, what is the outlook for the second-half and 2010?

Chris Brown founded Sway Research LLC, a strategic market research firm serving the financial services industry, in 2007. Chris began his career 15 years ago as a Smith Barney financial consultant, and spent 10 years as a vice president and director of research at Financial Research Corp. Sway is a leading provider of business intelligence on the Defined Contribution investment-only market.

Presentation/Discussion 5: Cogent Research's Antonio Ferreira on Advisor Loyalty

Antonio Ferreira will be presenting fund-related highlights from Cogent's upcoming Advisor Brandscape™ report, focusing on current and future advisor loyalty towards mutual funds. This includes current and future purchase intent relative to other product categories, use of passive and active fund portfolios, and describing differences by channel, brand, and advisor assets under management where applicable.

Some of the questions he will address during the roundtable discussion:

- Which brand elements must firms enhance in order to drive future loyalty and purchase intent?
- Which products are most likely to compete for mutual fund dollars over the next two years?
- How will evolving advisor practice dynamics impact product manufacturers and distributors?

Antonio Ferreira is Managing Director and leader of the wealth management research and consulting practice at Cogent Research, a provider of custom and syndicated research. Before Cogent, Tony held senior roles at Sun Life Financial and MFS Investment Management, among other firms.

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Wednesday, July 15, 2009

Conference Begins at 11:00 am, Lunch at 12:30, Event Ends at 4:30 pm

Harvard Club, One Federal Street, 38th Floor, Boston, MA

[Please indicate lunch choice: Chicken Française or Crab Cakes]

Registration:

Mr./Ms/Mrs. Name _____

Company Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Lunch Choice _____

Register Now!

Please call, email or fax your registration
and payment information to:

Sibel Oyman
Tel: 212 217 6881
Email: sibel@sionline.com
Fax: 212 730 7730

For Multiple Attendees From Your Firm, Please Indicate Name, Title & Lunch Choice:

Mr./Ms/Mrs. Name _____

Title _____

Mr./Ms/Mrs. Name _____

Title _____

Mr./Ms/Mrs. Name _____

Title _____

Mr./Ms/Mrs. Name _____

Title _____

Number of Attendees From Your Firm : _____ @ \$500/person (1-2 attendees)
Or _____ @ \$400/person (3+ attendees) **Total : \$** _____

Method of Payment: Credit Card Send Invoice Check Enclosed

If Paying by Credit Card: AmEx MasterCard Visa

Card Number _____ CVV _____ Exp. Date _____

Cardholder Name _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

Strategic Insight, LLC, 590 Fifth Avenue, 10th Floor, New York, NY 10036

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