



New York Athletic Club | 180 Central Park South | New York, NY
Agenda as of 2/02/18

Tuesday, February 6, 2018

12:00pm – 12:45pm
Registration and Lunch

12:45pm – 1:00pm
Opening Remarks

Craig Pfeiffer, President and Chief Executive Officer, Money Management Institute

MMI Distribution Leadership Forum Co-Chairs

John Moninger, Director of Retail Sales, Eaton Vance

Mark Spina, Head of Advisor & Intermediary Solutions, Russell Investments

Brett Wright, Co-Head of Client Group, Macquarie Investment Management Americas

1:00pm – 2:00pm
Opening Keynote Session
Proven Strategies to Transform Your Wholesaling Practice

Rob Shore, CEO and Founder, Wholesaler Masterminds

2:00pm – 3:00pm
General Session
Gaining Leverage with Specialists

This session will explore the top strategic initiatives of the firms your organization is likely to be targeting at the field level. The emphasis will be on aligning with a target's major initiatives and the ins and outs of working with specialists rather than the home office. We will also examine how firms judge and compensate their specialists relative to the top initiatives. Topics include:

- Identifying the best opportunities to partner at the individual level.

- Building a plan with specialists that includes specifics such as sales management partners, advisors who are focused on the firm's initiatives, and your firm's investment solutions that best fit the target firm's needs.
- Agreeing on expectations for both sides of the partnership.
- Monitoring the partnership through regularly agreed upon check-ins and progress reports – and striking the right balance between too much contact vs. not enough.

Moderator:

Bill Rader, National Sales Manager, External Sales, American Century Investments

Panelists:

Timothy Herrera, Vice President, Director of Mutual Funds & ETF's, Janney Montgomery Scott

Jeff Waclawik, Vice President, Relationship Management, Fidelity Clearing and Custody Solutions

3:00pm – 3:30pm

Networking and Refreshment Break

3:30pm – 4:30pm

General Session

Maximizing Internal Partners

Partner or perish! Best-in-class wholesalers operate at a high level of coordination and collaboration with their colleagues in Key Accounts and Internal Sales. With these teams exerting more influence over sales results, this panel will focus on how to take full advantage of your firms' business resources to create sales leverage. Topics to be discussed:

- Engaging – how to partner most effectively with Internal and Key Account teams.
- Creating access – how to use Internal and Key Accounts to gain advisor trust.
- The rise of Internals – evolving from support function to proactive sales agents.
- Data – sourcing, sorting and utilizing data with/from Internal and Key Accounts.
- CRM – best practices for sharing and receiving information with Internal and Key Accounts.
- Professional development – partnering with your Internal and Key Account colleagues to fine-tune your approach and messaging about capital markets, products, and client firms.

Moderator:

Mark Spina, Head of Advisor & Intermediary Solutions, Russell Investments

Panelists:

John Hourigan, Vice President, Group Manager, Business Development, Lockwood Advisors

Karen Lutomski, Managing Director, Nuveen Investments

Steven Pietricola, Regional Vice President, Eaton Vance

Terry Riordan, Senior Regional Director, Voya Investment Management

4:30pm – 5:30pm

General Session

Survive and Thrive in an Age of Disruption: How Wholesalers Can Stay Relevant and Influence the Buying Decision

The sales cycle has changed dramatically as advisors focus less on transactional business, rely more on home office research, and leverage technology and the internet for market insights and practice efficiency. The broad shift from active mutual funds to passive and ETF products is also creating disruption, forcing wholesalers to reinvent their value propositions to remain successful. In this session, top industry wholesalers will share insights on creating value in an environment of changing advisor needs and expectations. Key takeaways include:

- How leading wholesalers are enhancing their technical skills to engage with more sophisticated advisor teams.
- Examples of what a consultative sales approach looks like.
- How to articulate a differentiated value proposition to an advisory team.

Moderator:

Brett Wright, Co-Head of Client Group, Macquarie Investment Management Americas

Panelists:

Bruce Green, Regional Director, Macquarie Investment Management

Ryan Keating, Vice President, Account Manager, PIMCO

Michael Turner, Vice President, Territory Sales, American Century Investments

5:30pm – 6:30pm

Cocktail Reception

Wednesday, February 7, 2018

8:00am – 8:30am

Breakfast

8:30am – 9:30am

General Session

The Asset Management Industry in 2020

While asset management distribution remains a relationship-based business, the conversations and the professionals involved in them are evolving. As advisors migrate to fee-based models and more wealth managers look to centralize key investment functions, there is a growing need for sales professionals who possess a combination of sales and analytical skills – and the ability to focus on solutions over products. With pending regulatory changes only likely to accelerate these trends, it is critical for Distribution and Key Accounts executives to evaluate the impact on their current sales strategies. Key takeaways from this session will include:

- Which intermediary channels are currently winning market share, and why – and which are best positioned for future growth.
- Key trends that are leading to a consolidated – but more sophisticated – industry.
- How market share and consolidation trends impact asset managers' strategies and engagements.

Bing Waldert, Managing Director, U.S. Research, Cerulli Associates

9:30am – 10:30am

Concurrent Breakout Sessions – Choose one of three

Keys to a Winning Advisor Model: “Peer- Led” Channel Discussions

Each breakout will explore how wholesalers can best differentiate themselves on the service side of the business and the core tenets of success. Among the questions to be addressed:

- What should you do to get in the door? What should the first meeting look like and who should attend?
- How do sales cycle pipelines differ for various products?
- How do top wholesalers segment their books?
- What do different service models look like?
- What is the impact of different levels of home-office influence?
- Which resources do wholesalers rely on most?
- What are the best practices for leveraging technology?

Wirehouse Channel

Moderator:

Jeff Carlin, Managing Director, National Sales Manager, Nuveen Investments

Panelists:

Casey Gage, Regional Director, Macquarie Group

Jack Snyder, Managing Director, Divisional Manager, Nuveen Investments

Brett Walsh, Director, BlackRock Financial Management

IBD/RIA Channel

Moderator:

John Moninger, Director of Retail Sales, Eaton Vance

Panelists:

William Chisholm, Regional Consultant, Thornburg Investment Management

Megan Hopps, Divisional Sales Manager, T. Rowe Price

Daniel McCarthy, Vice President, Eaton Vance Distributors

De-Channelized

Moderator:

Patrick Feigley, Executive Vice President, Head of U.S. GWM Sales, PIMCO

Panelists:

Jason Bonney, Regional Vice President, Voya Investment Management

Jim Brown, Regional Director, Macquarie Investment Management Americas

Jill Hamilton, Vice President, Account Manager, PIMCO

10:30am – 11:00am

Networking and Refreshment Break

11:00am – 12:00pm

General Session

You 2.0: Reaching Your Full Potential Through Personal Development

In today's complex distribution landscape, information overload, seemingly endless choices, and exponential growth expectations set the bar for success higher and higher. Our final group of professionals offers personal perspective on the accreditations, training, and self-development strategies that can help you become the trusted advisor and preferred resource your advisor clients need as they guide their own clients to make sound financial decisions.

Moderator:

Dr. Eric Downing, Senior Fellow, Center for Strategic Leadership and Planning

Panelists:

Ryan Ander, Vice President- Territory Sales, American Century

Scott Engroff, Sales Manager, Wells Fargo Asset Management

Tim Halverson, Regional Director, Russell Investments

12:00pm – 1:00pm

General Session and Luncheon

The Relentless Solution Focus: The Ultimate Measure of Mental Toughness

Dr. Jason Selk, considered one of the country's premier performance coaches, has helped *Fortune* 100 executives and their organizations – along with well-known professional and Olympic athletes – develop the mental toughness necessary for high-level success. In this keynote presentation, he discusses Relentless Solution Focus (RSF), a proven methodology that helps leaders develop the discipline needed to overcome obstacles to achievement – both professionally and personally – and produces organizations that are healthier, happier, and more successful. Dr. Selk will demonstrate simple exercises you can use to retrain your brain to quickly replace the negative thinking that arises when we are confronted with a problem with solution-focused thought within 60 seconds.

Dr. Jason Selk, Performance Coach & Best-Selling Author

1:00pm

Closing Remarks

John Moninger, Director of Retail Sales, Eaton Vance

Arlen Oransky, Senior Vice President, Chief Membership and Programs Officer, Money Management Institute