



Monday, September 16, 2024

8:30 - 11:30 AM - HIFON Breakfast & Workshop (open to all attendees)

Revenue is the Responsibility of Operations, Not Sales

Brett Davidson, FP Advance

Why Would You Ever Want to Be a COO (or Hire One?)

Allison Felix, Cassaday & Company

M&A Integration Best Practices

Alia Wagenhoffer, Cerity Partners

11:30 AM – 11:45 AM – Lunch Buffet in the Colorado Foyer (pickup and go)

11:30 AM - 12:20 PM - Student Meet & Greet over Lunch – Colorado Ballroom B

11:30 AM - 1:20 PM - Operations Roundtables over Lunch – Colorado Ballroom A

12:30 - 1:20 PM - Opening Conference Breakout Sessions

Disability Insurance Planning: When 60% Only Equals 30%, and What to Do About It

John Ryan, Gallagher USA

Clients often have employer-provided group Long Term Disability (LTD) as a sole means to protect their financial plans. But group LTD can give a false sense of security and end up leaving clients grossly underinsured at claim time. This presentation will show advisors how to “look under the hood” to make sure the subtle limitations of a typical group LTD plan don’t put their client’s financial plans in jeopardy. We will also discuss how best to insure non-traditional compensation and how Lloyd’s of London excess disability plans can make sure your highest wage-earning clients can be fully protected.

Learning Objectives:

Differentiate the general strengths and weaknesses of group vs. individual disability insurance plans.

Determine how to spot subtle limitations in an employer-provided group LTD policy.

Determine what additional insurance protection can be used to supplement employer plans, to overcome group plan weakness and reduce a client's risk exposures.

Identify techniques for insuring non-traditional compensation.

1:35 - 2:25 PM - Conference Breakout Sessions

A Leader's Guide to Succession Planning: Why a Client-Centric Approach is Key to Your Success

Max McQuiston, Capital Group

This presentation helps financial advisors prepare for all aspects of succession through a client-centric lens. It focuses on the client and financial advisor to communicate, cultivate and create a community of trust as they transition to new leadership.

Learning Objectives:

Identify the importance of centering their clients first and view the transition and succession through the client's lens.

How to differentiate your succession process by communicating with clients, acknowledging their feelings and articulate opportunities they can work through together.

Use communication techniques to give clients confidence their financial advisor understands their prioritized goals and knows what matters most to them.

Apply a clear framework for the advisor and client to introduce the successor, talk with the successor about their shared vision, and address any gaps.

It's Time to Stop Outsourcing Asset Allocation to Risk Tolerance Questionnaires

Martin Tarlie, Nebo Wealth

Over the past decade, advisors have increasingly detached their asset allocation recommendations from the financial plan, relying instead on an up-front questionnaire. How do we re-link client portfolios to the plan, goals and time horizons?

Learning Objectives:

Apply a more realistic definition of 'risk' beyond volatility--to not having the resources to meet a client's various goals.

(Re-)incorporate time horizon into portfolio design considerations.

(Re-)incorporate cash flows and client goals into portfolio design considerations.

Integrate key client inputs from the financial plan into goals-based portfolio design recommendations

2:40 - 3:30 PM - Breakout Sessions

Beyond the Monte Carlo

Jeffery Coyle, Libretto

Instead of throwing dice to determine asset sufficiency to meet client goals, shouldn't we provide a financial structure that optimizes the achievement of their goals?

Learning Objectives:

Determine how to expand the definition of a client's assets into a comprehensive financial structure.

Apply the techniques of quantifying, categorizing and prioritizing client goals to precisely define an optimal asset allocation.

Calculate your insurance recommendations to the clients' human capital.

Identify how to protect clients' essential goals instead of relying on Monte Carlo estimates of chances of success.

The Impact of Custodial Consolidation on the RIA Industry: How Advisors Can Stand Out in the Sea of Sameness

Scott Victoria, TradePMR

Hear the latest insights into the current state of the custodial landscape, the impact it's having on advisors, and how advisors can differentiate to grow their business.

Learning Objectives:

Differentiate the different custodial service and technology offerings as they relate to your business goals.

Identify the key services and tech support that can provide marketplace differentiation.

3:45 - 4:00 PM – Conference Welcome, Insider's Forum Leadership Award & Inside Information Iconoclast Award Presentations



4:00 - 5:15 PM – Opening Keynote Presentation

Critical Thinking on the Most Important Trends in the Profession

Joel Bruckenstein, T3.; **Angie Herbers**, Herbers & Co.; **Alan Moore**, XY Planning Network; **Bob Veres**, Inside Information (moderator)

Planning for the profession's evolution is complicated. This session will explore the tech, practice management, organic marketing, client service, and revenue model trends that are emerging around the profession, to help us all prepare for the changes to come.

Learning Objectives:

Assess the coming tech (including AI) innovations and how they can relate to an advisory firm.

Evaluating new practice management insights that are being developed around the profession.

Predict revenue model(s) of the future.

Formulate service models that deliver planning advice at scale to the blue ocean of younger clients.

Formulate a comprehensive model for the advisory firm of the future.

5:15 - 6:45 PM - Opening Reception & Networking in the Exhibit Hall - Aspen and Colorado Foyers



Tuesday, September 17, 2024

7:30 - 8:30 AM - Sit-Down Breakfast in the Aspen Ballroom

8:30 - 8:45 AM - Announcements & Student Introductions



8:45 - 10:00 AM - Keynote Presentation

From Efficiency to Engagement: The Evolution of the Client Experience

Julie Littlechild, Absolute Engagement

Too often we equate a great client experience with an efficient client experience. And while efficiency is a laudable goal, it is unlikely to set you apart or reflect the true needs of your clients. In this session, Julie Littlechild draws on her firm's latest investor and advisor research to provide insights into how to shift our focus from efficiency to engagement.

Learning Objectives:

Analyze your client experience through the eyes of your clients.

Identify how to transform your experience from merely efficient to profoundly engaging.

Compare specific examples of how advisory firms are driving engagement.

Determine how successful firms create commitment and accountability, drive adoption and measure success.

Identify the connection between team and client engagement in driving success.

10:00 - 11:00 AM - Networking Break in the Exhibit Hall - Aspen & Colorado Foyers

11:00 AM - 12:15 PM - Breakout Sessions

Talent Management & Development: Tips for Managing, Developing and Retaining Today's Talent

Kate Kammes, JMG Financial, and Laurie Flenner, Aspiriant

Effectively managing, engaging and retaining talent is critical for the future success of the profession. This session will describe some ways that firms can focus their efforts within the various stages of the talent development cycle, in order to provide a motivating and rewarding employee experience.

Learning Objectives:

Determine the key areas of the talent development cycle and gather ideas on how to structure growth opportunities for team members.

Distinguish the difference between management and leadership, and understand the value of needing both to be successful.

Apply strategies to foster strong connection, engagement and communication among team members, improving job satisfaction and retention.

Marketing by Experts

Jessica Flynn, Intention.ly, **Kalli Fedusenko**, Kalli Collective, **Andrew Johnson**, Testimonial IQ and **Bob Veres**, Inside Information (moderator)

Join this session for the best marketing ideas and insights from the leading professional marketing consultants and service providers in the advice community.

Learning Objectives:

Distinguish a messaging strategy that is uniquely 'you' (or the unique culture of your firm).

Apply practical tips on how to productively advertise on social media, and the difference it can make in the organic numbers.

Differentiate how clients typically rate their advisors on Google Reviews.

Differentiate the types of client experiences that result in positive and negative testimonials.

Identify the (potentially positive) interaction between a proactive testimonial strategy and paid lead strategies.

How do you Fund Major Initiatives or Acquisitions?

Jeff Sarti, Morton Wealth, **Tom Orecchio**, Modera Wealth, and **Lisa Crafford**, Constellation Wealth Capital (moderator)

The evolution and maturation of the wealth management industry has led to a new category of capital providers who function as investors and strategic partners. When is the right time to seek growth or internal investment capital (if at all), what are the deal terms you can expect, how do you do your due diligence, and how can you maximize the value of the partnership?

Learning Objectives:

Determine how to evaluate (and understand the motivations of) a capital partner.

Identify various processes of taking on a capital partner.

Determine how to best utilize outside capital.

12:15 - 1:30 PM - Sit Down Lunch in the Aspen Ballroom

1:30 - 2:45 PM - Breakout Sessions

Cybersecurity Protection

Maxwell Alles, Alles Technology, **Brian Edelman**, FCI Cyber, **Steve Ryder**, Visory, and **Bob Veres**, Inside Information (moderator)

The goal of an advisory firm should be to protect clients' personal data from increasingly sophisticated bad actors by meeting, and then exceeding the SEC requirements. This panel discussion will provide advice on how to build a secure wall around your systems.

Learning Objectives:

Identify recent cyberthreats and how to stay one step ahead of them.

Identify and understand the cybersecurity requirements mandated by the SEC.

Identify scenarios where demonstrating compliance with these requirements is necessary.

Analyze how to select an appropriate cybersecurity vendor.
Identify the new cyber threats posed by the increasing sophistication of AI.

Best Planning Ideas

Lyle Benson, L.K. Benson & Co. and **Scott Sprinkle**, Sprinkle Financial

Join two leading CPA financial planners as they prepare to work with clients on their planning for the last quarter of 2024, including possible adjustments for the election results and the sunset of the of the 2017 Tax Cut and Jobs Act at the end of 2025.

Learning Objectives:

Assess and apply multi-year tax planning tips and considerations surrounding the upcoming tax changes.

Formulate advanced estate planning strategies to meet the needs of a potentially broader segment of clients.

Assess charitable planning concepts and techniques.

Formulate tax-optimized retirement planning and investment and portfolio strategies.

Best Practices for Creating Engaging Client Experiences

Chris Galeski, Morton Wealth, **Sandi Bragar**, Aspiriant, and **Julie Littlechild**,

Absolute Engagement (moderator)

Planning and advice are important, but they are only part of the overall experience you deliver. In fact, the extent to which your advice makes clients feel seen, heard and understood can impact the likelihood that they will take action on that advice. This session will offer a wealth of practical ideas on how to deliver an extraordinary, engaging client experience.

Learning Objectives:

Determine the components of an engaging client experience.

Distinguish the culture and mindset that support an engaging client experience.

Apply techniques to operationalize a personalized approach to driving engagement.

Compare and identify specific examples of creating client intimacy to drive deeper engagement.

3:00 - 3:50 PM - Breakout Sessions

Creating an AI Culture

Courtney Sukitch, Waldron Private Wealth

Building on her groundbreaking presentation at last year's Insider's Forum preconference, Sukitch offers detailed advice on how to increase adoption of AI in your office culture, how to use 'prompting 102' techniques to maximize results, and a review of the latest compliance standards with the technology.

Learning Objectives:

Identify practical strategies for integrating AI into the workplace and overcoming common challenges.

Distinguish the importance of compliance and ethical use of AI.

Analyze the role of AI in content creation and how to differentiate it from human-generated content.

Common Mistakes Advisory Firms Make That Get You Into Trouble

Tom Giachetti, Stark & Stark

To put it mildly, the SEC and state-level examiners see the world very differently than you do, which means that common practices in marketing, investment management, billing, intake, advisory agreements and Part 2A disclosures can be viewed as serious transgressions. Are you unknowingly running the risk of having to disgorge assets to your best clients?

Learning Objectives:

Assess your billing procedures in light of the regulations.

Evaluate the seemingly innocent marketing language on your website in the light of what is actually provided to clients.

Categorize different investment processes and client communications that are problematic in the light of SEC and state examinations.

Evaluate your intake, advisory agreements, ADV and related disclosures for accuracy and whether they sufficiently reflect your advisory practices.

Comparing Sources of Capital

James Hughes, Live Oak Bank, **Yvonne Kanner**, TRIA Capital Partners, **Jonathan Rogers**, Forum Financial, and **Bob Veres**, Inside Information (moderator)

This panel discussion is designed to help you navigate through the process of obtaining capital for succession planning, growth and operations, and also to look at some of the uses of capital that the lenders have observed in the profession.

Learning Objectives:

Identify the various aspects of the M&A market, including the evolving valuations and deal structures.

Analyze the evolution of the M&A market, and identify some insights into the future.

Identify planning insights for internal successions, and the types of transactions that can be adapted to fit the needs of the owner and successors.

Identify the evolution of the client service model.

Identify the competing dynamics in the Age of AI: How to think about the opportunity and risks for clients and advisors.

Distinguish the types of capital providers, the pros and cons of equity vs. debt, and the difference between good and bad debt.

3:50 - 5:00 PM - Networking in the Exhibit Hall - Aspen and Colorado Foyers



5:00 - 5:50 PM - Keynote Presentation

Next Gen, AI and All That's In Between

Jeff Benfield, SEI

In a rapidly transforming wealth management landscape, keeping pace with mega trends is crucial to staying competitive. Join Jeff Benfield, Head of Advisor Solutions at SEI, as he

delves into the evolving landscape of demographics, AI, and platform evolution. Discover how to leverage these trends to create impactful client experiences and differentiate your business during times of uncertainty.

Learning Objectives:

Determine the opportunities in the changing demographics of American society and prospective clients.

Determine the opportunities that have been opened up by AI technology for serving clients and improving practice efficiency.

Analyze different platform innovations and evolutions in the light of improving client experiences and service.

5:50 - 7:15 PM - Reception and Networking in the Exhibit Hall - Aspen and Colorado Foyers



Wednesday, September 18, 2023

7:30 - 8:30 AM – Light Fare in the Exhibit Hall - Aspen and Colorado Foyers

8:30 - 9:20 AM - Keynote Presentation

Key Considerations to Create a Marketing Engine in 2025

Brittany Abbate, Choreo Advisors, **Daniella Chuckran**, Aspiriant, and **Bob Veres**, Inside Information (moderator)

Two large firm marketing specialists share their insights on how to outpace average industry growth through strategic marketing.

Learning Objectives:

How to differentiate between BRAND marketing activities (graphic design, branding) and GROWTH marketing activities (digital advertising) and associated budget and metrics.

Applying and using SEO strategies – the importance of it, how to do it right, how it has evolved.

Using digital advertising, in-person events and webinars as lead generation strategies.

Applying dashboarding and metrics in your marketing activities.

Distinguishing how different generations and client niches respond to marketing tactics.

9:20 - 10:00 AM - Networking in the Exhibit Hall - Aspen and Colorado Foyers

10:00 - 11:30 AM - Brunch & Closing Keynote Presentation

The Evolution of Advisor Fees and Revenue Models - And Some Key Implications

Bob Veres, Inside Information

This presentation will review the results of the Inside Information Fee Survey, highlighting how advisor fees are evolving for different services and different clients. And it will explore some of the implications of different models on marketing, profitability and valuations.

Learning Objectives:

Categorize the different types of fee structures in the advisor landscape, and how they are changing.

Assess the impact of different revenue models on business valuations and marketing.

Predict the evolution of advisor fees based on current trends.

11:30 - 11:45 AM - Conference Wrap-Up

Bob Veres & Jean Sinclair

Mark Your Calendar & Save the Date!

Imagine 

2025 Insider's Forum

September 23 through 25

The Roosevelt New Orleans A Waldorf Astoria Hotel

New Orleans, Louisiana