2018 Business Education Summit - Toronto
Education Track Session Descriptions

Business Education Summit offers you practical advice and guidance that you can use to enhance and grow your practice. Following up on last year's gamma discussions we will offer strategies and concepts to deliver even more gamma to clients. There will also be opportunities to discover how to enhance your High Net Worth (HNW) acquisition. All of this is topped off with our phenomenal speakers who are sure to give you fresh perspectives and insight.

This year there are five different learning styles that will be used in sessions. Each type is unique and enhances the overall experience for attendees. The five styles are:

1. Deep Dive (3 hours) – in-depth technical training or learning experience by a Subject Matter Expert
2. Learning Lab (2 hours) – a case study approach with real world scenarios
3. Knowledge Circles (75 minutes) – break into groups for "Best Practice" discussions
4. Spotlight Sessions (60 or 90-minute sessions) – keynote presentations with time for Q & A
5. BES Talks (30 minutes) – A profile of one or two Consultants with a Best Practice idea

Registration is now open for sessions so be sure to sign up today. Space is limited!

Tuesday, September 25

#1 – Converting Friends, Family and Social Acquaintance into Clients

While most advisors expend time and energy living in expensive neighborhoods, belonging to golf clubs, and attending charity events few people realize the difficulty of monetizing these kinds of activities.

In this presentation, you will learn to overcome the fear of offering services to those closest to you while exploring key communication skills that will have them knocking at your door.

Learning Outcomes:

- A step by step process on how to convert contacts into assets under management.
- A simple way to open a conversation with Friends, Family and Social Acquaintances that will be predictably well received.
- The necessary verbal skills to handle discomfort for both themselves and the other person.
- How to conduct a dialogue in such a way that no matter the outcome the relationship will be elevated.

Presenter: Sarano Kelley, Guest Speaker

Format: Concurrent Session (90 mins)

#2 – Building the Tomorrow Business

Join Penny Phillips, Founder of Thrivos Consulting, as she shares how to evolve your practice to be successful in a changing industry. Learn why the traditional business model will no longer work and how to reach new levels of operational efficiency. Penny will also discuss why a multi-generational team can bring value to your business. This session is sure to give you the knowledge you need to build and maintain a thriving practice.

Presenters: Penny Phillips, Founder, Thrivos Consulting

Format: Concurrent Session (90 mins)

Learning Outcomes:

- Understand importance of multi-generational team
- How to adapt to a changing industry

#3 – Rise to the Top

This session will highlight the *Top of the Table* (top 1% worldwide) practice of Eszylfie Taylor and how he built a million-dollar practice with no natural market. Mr. Taylor will share how he overcame obstacles early on in his career to develop the winning mindset, language, and process that's helped him increase his production in each of his 18 years in the business. He will also go over the importance of EFFECTIVELY educating clients (especially the Canadian market) about insurance and the power of "selling solutions," not products.

Presenters: Eszylfie Taylor, President & Founder, Taylor Insurance and Financial Services

Format: Concurrent Speaker (90 mins)

#4 – Converting Friends, Family and Social Acquaintance into Clients

While most advisors expend time and energy living in expensive neighborhoods, belonging to golf clubs, and attending charity events few people realize the difficulty of monetizing these kinds of activities.

In this presentation, you will learn to overcome the fear of offering services to those closest to you while exploring key communication skills that will have them knocking at your door.

Learning Outcomes:

- A step by step process on how to convert contacts into assets under management.
- A simple way to open a conversation with Friends, Family and Social Acquaintances that will be predictably well received.
- The necessary verbal skills to handle discomfort for both themselves and the other person.
- How to conduct a dialogue in such a way that no matter the outcome the relationship will be elevated.

Presenters: Sarano Kelley, Guest Speaker

Format: Concurrent Session (90 mins)

#5 – Building the Tomorrow Business

Join Penny Phillips, Founder of Thrivos Consulting, as she shares how to evolve your practice to be successful in a changing industry. Learn why the traditional business model will no longer work and how to reach new levels of operational efficiency. Penny will also discuss why a multi-generational team can bring value to your business. This session is sure to give you the knowledge you need to build and maintain a thriving practice.

Presenters: Penny Phillips, Founder, Thrivos Consulting

Format: Concurrent Session (90 mins)

Learning Outcomes:

- Understand importance of multi-generational team
- How to adapt to a changing industry

#6 – Rise to the Top

This session will highlight the *Top of the Table* (top 1% worldwide) practice of Eszylfie Taylor and how he built a million dollar practice with no natural market. Mr. Taylor will share how he overcame obstacles early on in his career to develop the winning mindset, language, and process that's helped him increase his production in each of his 18 years in the business. He will also go over the importance of EFFECTIVELY educating clients (especially the Canadian market) about insurance and the power of "selling solutions," not products.

Presenters: Eszylfie Taylor, President & Founder, Taylor Insurance and Financial Services

Format: Concurrent Speaker (90 mins)

#7 – RDSPs and Tax/Estate Issues for Persons with Disabilities

Estate planning issues can be overwhelming for clients, especially when a family member has a disability. Proper planning can avoid confusion and provide clients with a comprehensive estate plan. The Registered Disability Savings Plan (RDSP) offers parents a way to provide long-term savings for a disabled child. This session will provide an in-depth look at how RDSPs work and what tax credits are available to those with a disability.

Presenter: Sara Kinnear, Director, Tax & Estate Planning

Format: Spotlight Session (90 mins)

Learning outcomes:

- How to set up RDSPs for beneficiaries and holders
- Key tax credits available for those with disabilities
- Dealing with estate planning issues

#8 – Gamma and the evolution of digitally enabled advice

As the Financial Services Industry continues to adapt in response to evolving trends, needs and expectations, it is becoming more important than ever that Investors Group stay intimately connected with our clients and their financial situation. Learn how Better Gamma will keep Investors Group competitive through thought leadership, investments in data, and leveraging digital technology to best meet client needs and improve financial wellbeing. Learn about changes in the digital financial advice space and how Investors Group's Gamma strategy will be the game changer.

Presenters: Gaetan Ruest, Vice-President, IGM Data Science & Advanced Analytics
Jeremy Rocca, Assistant Vice-President, Digital Marketing & Product Management

Format: Spotlight Session (90 mins)

Learning outcomes:

- Understanding pace of change and market influences on delivery of financial advice
- How to use current tools and processes to identify Gamma opportunities and deliver advice to improve financial wellbeing
- Understand IG's Gamma Vision to engaging experiences in a digitally-enabled world

#9 – How to Prepare a Practice for Succession Planning

Successfully transitioning your practice requires planning and preparation. This session will go over the key things to consider and resources that are available to help you during this process. In addition, Consultants who have created and implemented succession plans will share their experience.

Presenters: Jody Maw, Director, Practice Support Programs
Consultant TBD

Format: Spotlight Session (90 mins)

Learning Outcomes:

- Importance of succession plan
- How to create a succession plan
- Available resources

#10 – Business Education Summit Talk

Hear from Consultants who have demonstrated success in client acquisition, delivering Gamma to clients and growing their HNW market.

These 30-minute talks will provide strategies and processes that could be utilized in your own practice.

Presenters: Dwayne Rettinger, Consultant, Guelph-Halton Hills

Format: BES Talks (30 mins)

#11 - Planning for Owner Managed Businesses in the New Corporate Tax Environment

The Corporate tax environment has changed due to recent changes in rates and legislation. This session will highlight the importance of understanding integration while you learn about the recent changes to corporate tax rules and tax efficient options in both the investment accumulation and draw down phases. A thorough understanding of the new corporate tax environment will allow you to guide business owners and their families through these changes.

Presenters: Aurèle Courcelles, Assistant Vice-President, Tax & Estate Planning
Blair Evans, Director, Tax & Estate Planning

Format: Deep Dive (3 hours)

Learning outcomes:

- Tax continuum of business owner
- Changes to corporate tax rules
- Tax efficient options

#12 – Succession Planning for Farmers/Fishers

This session will explore various available options for farmers and fishers to succeed their business to the next generation or to exit from the business tax efficiently. We will look at favorable tax provisions available exclusively to this segment and how they can be efficiently used. In addition, the potential effects of tax changes imposed on small business corporations will be discussed regarding family farms and fishing corporations

Presenter: Sheryl Troup, Director, Tax & Estate Planning

Format: Spotlight Session (90 mins)

Learning outcomes:

- Tax provisions for fishers and farmers
- Tax efficient exit strategies
- Non-tax issues in the succession planning process, Your role as the financial planner in the succession plan

#13 – Business Education Summit Talk

Hear from Consultants who have demonstrated success in client acquisition, delivering Gamma to clients and growing their HNW market.

These 30-minute talks will provide strategies and processes that could be utilized in your own practice.

Presenter: Karen Morris, C onsultant, Guelph-Halton Hills

Format: BES Talks (30 mins)

#14 – KYC is More Than Checking Boxes on a Form – Is Your Professional Judgement up to Today's Standards?

Amendments have been proposed that would make the Know Your Client (KYC) standards more explicit. Reviewing and understanding KYC information is vital so you are confident when assessing what is appropriate for clients. This session will provide a comprehensive overview of the KYC process and show you how to meet the rigorous process and documentation required to meet the proposed new standards.

Presenters: Sandra Sigurdson, Director, Investment Advisory
Danielle Tetrault, Assistant Vice President, Compliance Investigations

Format: Spotlight Session (60 mins)

Learning outcomes:

- How to weigh KYC factors not included in the IPQ
- KYC process and documentation
- Put suitability before tax deferral

#15 – Managed Solutions - Welcome to the New Age!

IG Investments will provide an overview of upcoming actions to enhance our Core Managed Solutions. Learn about the rigorous sub-advisor selection and robust manager oversight processes used to construct Managed Solutions and the new collateral pieces being developed to support these products. Blackrock Asset Management, our new sub-advisor, will also be a part of this exciting discussion.

Presenters: Scott Waugh, Vice-President, Investment Advisory
John Simpson, Managing Director, Global Tactical Asset Allocation, BlackRock

Format: Spotlight Session (60 mins)

Learning outcomes:

- Understanding of managed solutions
- Blackrock Asset Management's product offering and management style

#16 – Teaming – Which Option is Right for me?

If you are adding to your team or you are thinking about joining a team as an Associate, this session is for you. Learn the policies and impacts of bringing on an Associate and the resources available to you during this process. For those joining a business, you will learn more about becoming an Associate. Different practice scenarios, segmentation strategies and allocation policies will be explored so you are equipped to build or be a part of a successful team.

Presenters: Jody Maw, Director, Practice Support Programs
Consultant TBD

Format: Spotlight Session (60 mins)

Learning Outcomes:

- Policies regarding Associates
- Resources and tools available
- How to create a team

#17 Social Media Best Practices for Advisors

Social Media can be a great way to build your business if you know how to leverage it. A representative from Hootsuite, a social media management platform, will share how you can build your brand through creating and sharing great content. This session will show you how to deepen existing relationships and potentially gain new clients by effectively using social media.

Presenters: Max Tremblay, Director CRM, Contest & Social Media
Amanda Petriglia, Sr. Social Media Strategist, Hootsuite

Format: Spotlight Session (60 mins)

Learning outcomes:

- Use Social Media for business
- Create effective content

#18 Embracing Disruption in the Insurance Industry

Various factors including technology, genetics, gender dysphoria and marijuana use

Are challenging underwriting and disrupting the insurance industry. Heather Clarke will host a discussion with representatives from Manulife and Canada Life who will explain how they are embracing this shift so you can deliver better value to clients.

Presenters: Heather Clarke, Vice-President, IG Insurance Services
Chris Connelly, Regional Vice-President and Head of Insurance Sales, Manulife
Carol Neuss, Assistant Vice-President and Chief Underwriter, Canada Life

Format: Panel Discussion (60 mins)

Learning outcomes:

- Learn how leading-edge technology is changing the experience for clients applying for insurance
- Understand the impact of emerging trends on underwriting

#19 - Planning for U.S. Taxpayers Living in Canada and Selected Cross-Border Issues

Financial planners need to understand tax issues that U.S. taxpayers residing in Canada will face through their lifetime and upon death. This session will focus on the U.S. tax reform that took place in late December 2017 and how it impacts Canadians living in Canada. Specifically, we will discuss how the changes in the U.S. will significantly impact U.S. taxpayers living in Canada who own incorporated businesses.

Presenters: Mariska Loeppky, Director, Tax & Estate Planning

Format: Spotlight Session (90mins)

Learning outcomes:

- Tax issues U.S. taxpayers living in Canada face
- Impact of tax issues on financial plan

#20 – The Maestro Portfolios Turn Three!

Join IG Investments and Portfolio Manager, Les Grober, as he reviews the strong performance of the Maestro Portfolios. Hear about current and future positioning of the Portfolios to gain insights on how to communicate the benefits to prospects and clients.

Presenter: Les Grober, Senior Vice-President, Portfolio Manager

Format: Spotlight Session (60 mins)

Learning outcomes:

- Communicating benefits to clients
- Positioning of Maestro Portfolios

#21 – Knowledge Circle - Client Acquisition

Acquiring new clients is easier than you think. That's why we have put together an interactive session where you can discover different methods your peers use to attract new business.

During this 75-minute session, everyone will have the opportunity to share their client acquisition best practices. Group discussions are broken up into three different 20 minutes exchanges, where participants are encouraged to provide insights on how they discover new clients. This format will expose you to a variety of best practices you can use to enhance your business.

Format: Knowledge Circle (75 mins)

#22 – Open for business (owners)

Uncovering planning opportunities and delivering Gamma to business owners

A synchronized, holistic financial plan is the key to optimizing net flows. Join this interactive session to learn how asking the right questions to business owners can uncover hidden product and planning opportunities. Learn about the intricacies of building comprehensive financial plans for business owners and how the Planning Specialist Network can help identify, plan and implement advanced strategies.

Presenters: Mike Thomas, Vice-President, Insurance Distribution
Duane Bentley, Vice President, Banking & Mortgage Distribution
Peter Kortenaar, Director Wealth Planning Specialist Network

Format: Learning Lab (2-hour session)

Learning outcomes:

- Uncover hidden planning opportunities to optimize client's outcomes and increase net flows
- Identify both personal and corporate product/planning solutions
- How to effectively engage Planning Specialists as part of the planning process

#23 – Private Corporations – Financial Analysis and PFP

Private corporations are often an integral part of the wealth accumulation, insurance and retirement income planning of business owners and incorporated professionals. To create a comprehensive plan requires key financial information only available in financial statements, tax returns and other documents. Through case studies you will learn the importance of key financial, tax and legal information and where to enter such information when modelling a private corporation in PFP.

Presenters: Jack Courtney, Vice-President, Advanced Financial Planning
Terry van Dreumel, Director, PFP Support

Format: Spotlight Session (90 mins)

Learning outcomes:

- Know where to find key financial and legal information
- Be able to position with clients the need for key financial and legal documents
- Understand the private corporation modeling capabilities of PFP

#24 – Onward by Best Doctors: Innovation in Disability Claims Management

Join us for this exciting opportunity to listen and participate in a panel discussion that highlights the Best Doctors Onward Program and how it has revolutionized the claims experience for Disability Insurance at RBC Insurance. Exclusive to RBC Insurance, Onward is a program that provides early intervention for anxiety and depression.

The panel will provide insight and testimonials to the value this program can provide to your clients along with personal stories from Michael Landsberg, one of Canada's most vocal advocates for mental health awareness. As a huge supporter of the Onward program, Michael has received rave reviews for joining the panel and speaking so passionately about this health issue.

Presenters: Ken Bowman, Senior Director, Claims from RBC Insurance
Carol Lebert, Director Support Services, RBC Insurance Claims
Isabelle Moreau, Best Doctors
Featuring Michael Landsberg of TSN fame

Format: Panel Discussion (75 mins)

Learning outcomes:

- Create an awareness of the Onward program by Best Doctors and how it supports Disability claimants at RBC Insurance.
- Create an awareness of the Disability claims experiences at RBC Insurance and the key issues related to them.
- Open and continue the dialogue on mental health and Disability issues.

#25 – Knowledge Circle - Teams

Are you thinking of building out a team or interested in how to grow and develop your existing team?

In this session, you will have the opportunity to share your own team's best practices with your peers. Far too often individual efforts are off set when everyone isn't on the same page. This is the perfect opportunity to share and hear about how teams operate, to ensure everyone is successful.

There will be a total of three different group discussions, which are divided into 20-minute time slots. This will enable you to hear from a variety of your peers, so you have a diverse range of recommendations you can use to help solidify teamwork.

Format: Knowledge Circle (75 mins)

#26 – Event Marketing for HNW Client Acquisition

Learn how to attract High Net Worth (HNW) clients and prospects by elevating the event experience through superior strategies and a refined approach . You will also learn about an exciting new tool that will be launching in late 2018 and an events system that will assist you in planning HNW events. See how IG's resources can assist you in building this segment of your business with exciting, targeted events.

Presenters: Peter Bent, Assistant Vice-President, Field Marketing

Format: Spotlight Session (60 mins)

Learning outcomes:

- HNW event marketing knowledge
- New tool and events system information

#27 – Client Acquisition Planning – Working Through and Completing Your CAP Document

If you need help with your marketing and acquisition plan, this is one session you won't want to miss! Discover how to identify an ideal client type and create a clear acquisition plan for prospects by filling out the newest CAP document on site! You will leave this session with a completed Client Acquisition Plan that you can use right away.

Pre-work: Please complete the following exercise pages in your CAP document.

- UVP and team review (page 3)
- Budget (page 4)
- Natural Markets (top 20 client review, page 5)
- Tactics (what's worked well and what do you want to try, page 8)

Note: Questions about these sections can be asked at the beginning of the workshop

Presenters: Jason Locke, Manager, HNW Marketing Support

Format: Spotlight Session (90 mins) **You will be required to bring your laptop.**

Learning outcomes:

- Clear view of your marketing strengths.
- Ideal client types.
- Organizing your attack.
- Tracking and measuring success

#28 Our Competitive Advantage in the HNW Market is in our DNA

To be successful in the HNW market you must have a way to differentiate yourself. In this session you will learn a three-tier process that uses strategies and concepts designed specifically for the HNW market. This process can give you and your team the confidence to stand out from the crowd and build your HNW segment.

Presenters: Claude Paquin, President, Investors Group Financial Services, Quebec
Carl Thibeault, Senior Vice-President, Financial Services, Quebec
Nicholas Shields, Vice-President, Quebec

Format: Spotlight Session (90 mins)

Learning outcomes:

- Three-tier model process
- Acquiring HNW clients

#29 – Sales Success in Key Segments & Markets

This session will share about common attitudes, behaviours and needs of Investor Group's advice-oriented segments. You will learn the key questions to ask that identify these individuals, understand their needs and walk-through a step-by-step process on how to leverage this knowledge to build your practice.

Presenters: Judy Morfitt, AVP Segmentation, Research & Insights
Anna Jochelson, Manager, Consumer Insight & Trends

Format: Spotlight Session (60 mins)

Learning outcomes:

- Techniques for segmenting prospects & clients
- Processes to acquire, retain and develop clients who value advice

#30 Business Education Summit Talk

Hear from Consultants who have demonstrated success in client acquisition, delivering Gamma to clients and growing their HNW market.

These 30-minute talks will provide strategies and processes that could be utilized in your own practice.

Presenters: Barb Wherry, Consultant, Fairview Markham

Format: BES Talk (30 mins)

#31 – How to elevate your business

Top Consultants explore the holistic approach to financial planning and why it works

Hear invaluable insight about how to accelerate your business. Learn from top consultants on how they engage a holistic financial planning approach to drive net flows. Don't miss out on this session – it may be what you need to take your business to the next level.

Presenters: Consultant TBD

Format: BES Talk (30 mins)

Learning outcomes:

- Uncovering business growth opportunities
- How to effectively engage with Planning Specialists
- Delivering gamma and optimizing net flows through holistic planning

#32 – Business Education Summit Talk

Hear from Consultants who have demonstrated success in client acquisition, delivering Gamma to clients and growing their HNW market.

These 30-minute talks will provide strategies and processes that could be utilized in your own practice.

Presenters: Michael Tamburro, Consultant, Upper York

Format: BES Talk (30 mins)

#33 – Talent Acquisition Ideation Workshop: Attracting quality talent within your network

Please note this session is for Regional Directors ONLY

With the implementation of our newly centralized talent acquisition team, as a Regional Director you will lead the charge in engaging and inspiring your teams to source talent proactively within their respective networks.

In the first hour of this three-hour workshop, you will hear from Carl Thibeault, Senior Vice President-Québec who will share his team's approach to attracting quality talent. Carl and team have successfully created a qualified funnel of talent through the direct recruitment efforts of his Regional and Division Directors. During this presentation you will be provided with best practices on how to approach a candidate, what to say and how to solidify their interest in joining Investors Group. We will emphasize the importance and impact of how your recruitment efforts are directly correlated to your compensation. Real case studies and success stories will be shared to demonstrate how this can be replicated in your region!

Following Carl's presentation, your partners in Talent Acquisition will host and facilitate an interactive ideation break-out session. Do **you** have some success stories on how you and your teams have engaged with candidates proactively from **within your own networks**? What has been **your** approach? What are some of the challenges you have faced and what do we need to do to overcome them? What do you and your teams need in order to compliment the conversations that you are having with prospective candidates?

Your participation in this session and the contributions you make will be the catalyst to developing a new educational platform that will be developed by the Talent Acquisition team. A resource guide for all Regional Directors and team members to utilize to attract and secure talent!