



# Paris

*Euromoney Private Wealth Management Series*

## *Maximising* **High Net Worth Client** *Relationships*

An intensive 4-day programme on how to use new service models to achieve outperformance through superior client service and innovative goal-based asset allocation.

Delegates will learn how to:

- Build higher level trust relationships with clients of wealth
- Quantify highly qualitative client information into a utilisable format
- 'Sell' without selling – the laws of attraction
- Profit from a new service model that will leave the competition in the dust
- Use new tools to offer more robust and effective client service and superior asset allocation design
- Build relationships with the next generation
- Attract more assets from the current generation and existing clients
- Work with other advisory professionals for the benefit of clients, enhancing the value proposition in the process

**Course Director:** Lisa Gray

**Date 1:** 22 – 25 January 2008

**Date 2:** 10 – 13 June 2008

**Venue:** Paris

*"Lisa's skill is that she mixes very insightful comments with right-on-point actual examples which helps listeners see both theory and practice simultaneously." Jean L.P. Brunel, CFA, Editor of The Journal of Wealth Management.*

This programme is available in-house.

For further information

please call

+44 207 779 8085

or e-mail

[inhouseemea@](mailto:inhouseemea@euromoneytraining.com)

[euromoneytraining.com](mailto:inhouseemea@euromoneytraining.com)

Euromoney Training EMEA is a division of Euromoney Institutional Investor Plc, a leading world provider of business-to-business financial information.

We offer over 140 public programmes in more than 40 countries across Europe, Middle East and Africa, with all courses available in-house on request.

Public programme calendars are available for each region.

### Working Together – co-host a public programme in your country

You will benefit from:

- highly cost effective training
- a share of the publicity in bringing an international, high level event to your region.

Choose any programme from our portfolio and let us know how many people you have - a small group of 3 or up to 30.

### In-House Training

Our in-house courses offer a highly cost-effective training option for you and your clients. We can deliver all of our programmes in your chosen location at a time which is convenient for you.

### For further information, please contact:

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Director of Euromoney Training EMEA  
Tel: +44 207 779 8543  
Fax: +44 207 779 8140  
Email: [emea@euromoneytraining.com](mailto:emea@euromoneytraining.com)

#### PLEASE NOTE

The entire course and all documentation is in English

### Hotel Booking

If you require assistance with booking accommodation for one of our courses, please contact our logistics team on +44 207 779 8543 or email [emea@euromoneytraining.com](mailto:emea@euromoneytraining.com) indicating the course you will be attending, the venue and the dates you wish to stay.

## TRAINING COURSE OBJECTIVES

Of the \$35 trillion in high-net-worth assets globally, private banks are estimated to manage only 15% of this fragmented market. In response to serious competition from multi-family offices, private equity and hedge fund, private banks have successfully raised their investment performance in particular offering greater access to alternative and structured investments. To further increase share of the high net worth market, skilled client servicing and marketing which can identify and meet clients' investment goals is paramount.

This course is designed to familiarise private banking professionals with the rapidly changing marketplace and the new requirements of today's more sophisticated clients. It employs a new service model complete with components of diagnostic questions, behavioural finance, and an innovative goal-based asset allocation application. Using specially designed tools, the course will create a utility from 'inside' qualitative client information which leads to more effective service delivery and more highly customised strategic asset allocation.

This interactive course which uses case studies and role playing will also highlight marketing skills for the new service model which will set private bankers above their competitors, leaving them effectively in the dust.

## DELEGATES WILL LEARN HOW TO

- Build higher level trust relationships with clients of wealth
- Quantify highly qualitative client information into a utilisable format
- How to 'sell' without selling – the laws of attraction
- A new service model that will leave the competition in the dust
- Use new tools to offer more robust and effective client service and aid in asset allocation design
- Build relationships with the next generation
- How to attract more assets from the current generation and existing clients
- How to work with other advisory professionals for the benefit of clients, enhancing the value proposition in the process

## COURSE DIRECTOR: LISA GRAY

Lisa Gray consults with families of wealth and their advisors on employing family wealth perspectives to enhance relationships and client service. She has 19 years' experience in the wealth management industry and is the founder and managing partner of her own training and consultancy firm. In 2004, she developed the firm's proprietary Wealth Optimisation Consulting™ concept which stresses the influence of family dynamics and governance on wealth management decision making. The concept is outlined in her book, *The New Family Office: Innovative Strategies for Consulting to the Affluent*. Ms. Gray has served on the CFA Institute's editorial board for financial writers and has been a member of the Investment Management Consultants Association, the CFA Institute, and the Memphis Society of Financial Analysts.

Ms. Gray emphasises the importance of ongoing investor and advisor education in her work and is a sought-after resource for the family office and financial services industries on matters relating to family wealth. She is a frequent author, speaker, panellist, and media resource on family office and wealth management topics as well as a consultant. Her new book, *Generational Wealth Management: A Guide for Fostering Global Family Wealth*, will be published by Institutional Investor/Euromoney Books in Spring of 2007.

*"Lisa's skill is that she mixes very insightful comments with right-on-point actual examples which helps listeners see both theory and practice simultaneously."* Jean L.P. Brunel, CFA, Editor of *The Journal of Wealth Management*, Trustee of the Research Foundation of the CFA Institute, and author of *Integrated Wealth Management: The New Direction for Portfolio Managers, Second Edition*.

5 easy ways to register and obtain further information

- ① fax: +44-20-7779-8140   ② e-mail: [emea@euromoneytraining.com](mailto:emea@euromoneytraining.com)   ③ tel: +44-20-7779-8543   ④ web: [www.euromoneytraining.com/europe](http://www.euromoneytraining.com/europe)  
⑤ mail to: Euromoney Training EMEA, Nestor House, Playhouse Yard, London EC4V 5EX, UK

## Paris

## DAY ONE

## GENERATIONAL WEALTH MANAGEMENT &amp; THE 21ST CENTURY ADVISOR

## Introduction and Overview

- What the course will cover
- Methods to be used (lectures, case studies, role playing)
- Application of a new service model

## The Ever-changing Wealth Management Landscape

- How and why client needs are different now than they were five or 10 years ago
- The 21st Century Client: Working with the Generation-X investor (case study)
- How advisors can effectively serve clients of different generations in the same book of business (case study)
- What wealthy clients are looking for in asset allocation and product availability

## The Personne d'Affair and the Personne de Confiance

- What clients of wealth are looking for in their advisory relationships but are not finding
- The difference in a regular advisor, an Personne d'Affair, and a Personne de Confiance
- The Diagnostic Questions and what they tell you

## Team advising and the private banker as advisory team leader

- Robust service through teams
- Combining professional talents effectively
- Developing relationships with outside advisors
- Simplifying wealthy clients' complexities

Day 1 Recap: Delegates review and assess skills acquired

## DAY TWO

## WEALTH TRANSFER FOR A NEW GENERATION

## Generational Wealth Management

- How generational perspectives determine the dynamics of the family
- How generational perspectives and family dynamics influence wealth management decisions
- Why the roles of family members matter (case study)
- Using Matrix I: Identifying roles of family members

## Family Virtues: the New Wealth Transfer Vehicle

- The real definition of family wealth
- The new view of wealth transfer
- How wealth transfer affects the family legacy (case study)
- Using Matrix II: Identifying the goals of the family, individually and collectively

## Working Knowledge of the Family Governance Structure

- Three types of governance: Family governance, family office governance, and family business governance
- How they're related, how they are different
- How governance affects the client/advisor relationship
- The role of the private bank in family office governance
- Working with families of wealth and the family office
- An overview of new family office structures including the virtual family office

Day 2 Recap: Delegates review and assess skills acquired

## DAY THREE

## LINKING RELATIONSHIP MANAGEMENT TO STRATEGIC ASSET ALLOCATION

## Goal-based Asset Allocation

- Jean L.P. Brunel's goal-based asset allocation model is used to input information learned so far; utilising the information that results from that process
- Introduction and implementation of Matrix III

## Asset Location

- Why ownership structures make a difference
- Characteristics of different ownership structures that can affect asset allocation for European families

## How Behavioural Finance Fits into the Equation

- Employing behavioural finance to translate family goals into the language of investing

## Translating Family Goals into Strategic Asset Allocation

- Traditional asset allocation in the new goal-based model
- New considerations for robust asset allocation
- Positioning product within the new asset allocation design

- Non-traditional allocation components and how they complement the new service model

## Implementation: Identifying roles; Creating Family Mission Statements

- This session will create a family from the participants present and will work through the issues they face when working with an advisor, implementing everything participants have learned over the past three days. It will illuminate what families go through in the wealth management decision process, cluing participants in to a new level of client service.

Day 3 Recap:

Delegates review and assess skills acquired

## DAY FOUR

## IMPLEMENTATION &amp; MARKETING

## Implementation Continued:

- This session will continue with the 'family' created on Day 3 and will work through the issues of holding a family meeting, identifying their goals, working through behavioural finance elements, and using the goal-based allocation as a foundation for the strategic asset allocation. Finally, the 'family' will work with a private banking 'advisor' (the lecturer) to design - a basic strategic allocation appropriate for - the fictitious family. It will highlight the role of the private banker in this process and how products may most appropriately be brought in to strengthen - and support the client/advisor relationship rather than just being used as - a sales vehicle.

## Marketing in the 21st Century

- How private bankers fill a niche in today's world
- What makes your private bank different?
- Reconciling the new service model with the private banking bottom line
- How to get the message out effectively to today's marketplace
- Overview of effective marketing strategies and activities

- Course Summary & Review
- Implementation Strategies

5 easy ways to register and obtain further information

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⑤ mail to: Euromoney Training EMEA, Nestor House, Playhouse Yard, London EC4V 5EX, UK

## registration and further information

### GROUP BOOKING DISCOUNTS\*

- 3 delegates - 10% discount  
 4 delegates - 12% discount  
 5 delegates - 15% discount

\*Available for delegates from one organisation attending the same course.

Please Quote: 207WEB

- I would like information on holding this programme in-house

### COURSE FEES

**Standard delegate fee:**  
**£3,450 Sterling**

### SAVE MONEY-10% DISCOUNT\*

**Discounted delegate fee:**  
**£3,105 Sterling**

\*Discount of 10% for second and subsequent delegates from the same institution on the same programme. This discount can not be used in conjunction with any other offer.

Fees include all the tuition, full course documentation, lunches and refreshments for the duration of the programme.

Incidental expenses: Euromoney Training EMEA is NOT responsible for covering airfare or other travel costs incurred by registrants. Delegates will be responsible for their own accommodation.

Please note that Euromoney Training EMEA reserves the right to refuse admission to the training if proof of payment has not been received prior to the start of the programme. An invoice will be sent upon receipt of registration form. Payment must be received in full prior to the course start.

### CANCELLATION POLICY

A full refund less an administration fee of £100 will be given for cancellation requests received up to 20 working days before the event. Cancellations must be made in writing (letter or fax) and reach this office before the 20 working day deadline.

Delegates who cancel less than 20 working days before the event, or who don't attend, are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee. Please note that the next course must take place within 6 months of the initial application. Of course, a replacement is always welcome.

### DISCLAIMER

Euromoney Training EMEA reserves the right to change or cancel any part of its published programme or teaching faculty due to unforeseen circumstances.

### CUSTOMER INFORMATION

The information you provide will be safeguarded by the Euromoney Institutional Investor PLC group whose subsidiaries may use it to keep you informed of relevant products and services. We occasionally allow reputable companies outside the Euromoney Institutional Investor PLC group to contact you with details of products that may be of interest to you. As an international group we may transfer your data on a global basis for the purposes indicated above. If you object to contact by telephone  fax  or email  please tick the relevant box. If you do not want us to share your information with other reputable companies please tick this box.

### REGISTRATION

#### MAXIMISING HIGH NET WORTH CLIENT RELATIONSHIPS

- 22 - 25 January 2008, Paris (EOT2084)  
 10 - 13 June 2008, Paris (EOT2219)

In order to guarantee a place on the course delegates are kindly requested to register at least 6 weeks prior to the course start.

### PERSONAL DETAILS

Please print clearly or attach business card

Family Name (Mr/Mrs/Ms) \_\_\_\_\_

First Name \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Country \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

I understand and accept the booking terms & conditions

Signature \_\_\_\_\_

Date \_\_\_\_\_

### METHODS OF PAYMENT

- Please Invoice me/ my institution. Purchase order no \_\_\_\_\_  
 CHEQUE enclosed with order for £ \_\_\_\_\_ made payable to Euromoney Training.

- Bank transfer quoting **EOT2084 or EOT2219**

Account Name: Euromoney Training

Account No: Lloyds TSB Bank plc

Branch: City Office

Address: Po Box 72, Bailey Drive, Gillingham Business Park Kent, ME8 OSI, United Kingdom

Account no. 0331851 Sort Code: 30-00-02

IBAN NUMBER: GB83 LOYD 300002 00331851

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Cardholder address: \_\_\_\_\_

Company VAT Registration Number (EU Only): \_\_\_\_\_

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