

Getting Through to the C-Suite

7 March

#FSFEvents

 @TheFSForum - @HooplotAssoc - @CBItweets

 The Financial Services Forum

CORPORATE PARTNERS:



BrightTALK™

publicis
sapient

Vincent Hooplot

Hooplot Associates

#FSFEvents

 @TheFSForum - @HooplotAssoc

 The Financial Services Forum

CORPORATE PARTNERS:



BrightTALK™

publicis
sapient



WINNING IN THE BOARDROOM

March 2019

ADD TO THE BOTTOM LINE

HOW DO WE ENGAGE **C-LEVEL**

- KNOW WHAT KEEPS THEM AWAKE AT NIGHT
- SPEAK THEIR LANGUAGE
- COMMIT TO CONTRIBUTING TO THEIR GOALS

UNDERSTAND THEIR CHALLENGES

Longevity

Across the globe people are living longer

Correlation

The financial crisis showed us that asset classes are increasingly correlating.

Power rebalance

Technological developments will give back power to the people.

Risk management

Calculations of risk, performance attribution and risk premia have improved.



Artificial intelligence

AI will replace the work that can be modelled with decision trees and algorithms.

Transparency

Information is just a few clicks away. Risk adjusted return and TERs.

Critical citizen

Investors will lose trust in institutions, politicians and corporates.

Preservation

Governments, NGOs and investors will push for achieving the SDGs.

Fees

Fee levels will continue to decrease for lackluster performance.

THINK P&L



KEY DRIVERS MARKETING EFFECTIVENESS:

- Strategise, position and plan based on facts
- Tell a compelling and consistent story
- Deliver on brand promise and customer experience
- Act, deliver and measure
- Lead and develop self, people and organisation



DRIVERS MARKETING EFFECTIVENESS

SYNCHRONISE

Think P&L



Stay abreast of their challenges



Activate strategic solutions



Measure, report & learn



Henrietta Jowitt

The Confederation of British Industries

#FSFEvents

 @TheFSForum - @CBItweets

 The Financial Services Forum

CORPORATE PARTNERS:



BrightTALK™

publicis
sapient

Panel Discussion and Q&A

7 March

#FSFEvents

 @TheFSForum - @HooplotAssoc - @CBItweets

 The Financial Services Forum

CORPORATE PARTNERS:



BrightTALK™

publicis
sapient

Upcoming *The Financial Services Forum* Events

- Does Your Brand have a Purpose? – 12 March 2019
- Navigating the hype of Artificial Intelligence and Machine Learning – 14 March 2019
- Spring Members' Conference – 27 March 2019

For more 2019 events go to: www.thefsforum.co.uk/events/

CORPORATE PARTNERS:



BrightTALK™

publicis
sapient