

# SESSIONS

DAY ONE - 27/09/2021

Inside ETFs

September 27-29, 2021  
The Diplomat Beach Resort  
Hollywood, Florida

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## Registration Opens

12:00pm - 1:00pm

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## Fireside - The Future of Distribution

1:00pm - 1:30pm

Distribution Summit - Inside ETFs

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## Keynote - 5 Years of Change in 18 Months: What Have We Learned

1:00pm - 1:30pm

Advisor Summit - Inside WealthStack

How the circumstances of the last 18 months have accelerated the pace of technology change and advancements. How have views on work, life and technology changed.

### Participants

**Speaker: Joe Duran** - Co Head of Goldman Sachs Personal Financial Management, Goldman Sachs

**Speaker: David Armstrong** - Editor-in-chief and Executive Director of Content, Wealthmanagement.com

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## ETFs: Where We Were, Where We Are, Where We're Going

1:00pm - 1:30pm

ETF University Summit - Inside ETFs

### Participants

**Speaker: Todd Rosenbluth** - Senior Director, ETF & Mutual Fund Research, CFRA

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## Panel - ETFs Sold, Not Bought

1:30pm - 2:15pm

Distribution Summit - Inside ETFs

Come hear from leading distribution executives as they discuss their experience with what it takes to sell ETFs in an increasingly crowded market. Whether you are a starting up a new ETF or looking to sharpen your knowledge, get a behind the scenes look at what it takes to succeed. Learn from the best as they review the tips, tricks and tools to help you navigate your way to more assets in the door.

### Participants

**Speaker: Sue Thompson** - Head of Americas Distribution for SPDR ETFs, State Street Global Advisors

**Moderator: Jennica Ross** - Managing Director, Head of Strategic Relationships, WallachBeth Capital

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## Panel - Authenticity + Amplification: Leveraging Digital to Make Meaningful Connections

1:30pm - 2:15pm

Advisor Summit - Inside WealthStack

Advisors have more options than ever before to communicate and connect with clients and prospects on social media. But how do you make your voice – and the specific solutions you can offer – stand out and resonate with the right people? This session will feature some of the most successful advisors in the wealth management industry, and offer practical strategies for appropriately leveraging digital platforms, developing content and creating an impactful social media presence.

### Participants

**Moderator: Tina Powell** - CEO, C-Suite Social Media

**Panelist: Megan Gorman** - Founder & Managing Partner, Chequers Financial Management

**Panelist: Patrice Kelly** - Chief Creative Officer, Snappy Kracken

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## Panel - Trading Inside the Spread: Efficiency and Transparency is Key

1:30pm - 2:15pm

ETF University Summit - Inside ETFs

Trade execution can have a big impact on investor returns. How communication and strategy in trading can help investors.

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## Networking Break

2:15pm - 3:00pm

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## Standing UP: Strategies used by leading asset managers who have successfully entered the ETF space

3:00pm - 3:45pm

Distribution Summit - Inside ETFs

Every firm is different and with so many product opportunities, learn how these firms have differentiated themselves, their key first hires and how one size does not fit all.

### Participants

**Panelist: Stephanie Hill** - Managing Director, Head of Index, Mellon

**Panelist: Kim Greenberg** - CMP, CTSM, Head of Marketing, Alerian and S-Network Global Indexes

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## The Advisory Firm of the Future: Leading with Technology to Reinvent the Client Experience

3:00pm - 3:45pm

Advisor Summit - Inside WealthStack

### Participants

**Speaker: Shannon Spotswood** - President, RFG Advisory

**Speaker: Penny Phillips** - President & Co-Founder, Journey Strategic Wealth

**Speaker: Ron Bullis** - CEO, Lifeworks Advisors

**Moderator: Davis Janowski** - Senior Technology Editor, WealthManagement.com

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## Panel - What's Next for Crypto: Answering Client's Main Questions

3:00pm - 3:45pm

ETF University Summit - Inside ETFs

### Participants

**Moderator: Davis Janowski** - Senior Technology Editor, WealthManagement.com

**Speaker: Teddy Fusaro** - President, Bitwise

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## Standing the Test of Time: ETF Managed Portfolios For Change & Advisor Growth

3:45pm - 4:30pm

Distribution Summit - Inside ETFs

Our panel of experts discuss how ETF models and managed portfolios have changed the landscape and fueled advisor profitability and growth. The discussion will focus on the evolution of managed etf models – from the beginning and learn why the smartest and most efficient advisors are using ETF model portfolios to accelerate growth in their business.

### Participants

**Moderator: Naomi DePina** - Managing Director, Head of ETFs & Indexing, GTS

**Panelist: Jon Maier** - CIO, Global X ETFs

**Panelist: Anna Snider** - Managing Director and Head of Due Diligence, Bank of America Corporation

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## Panel - Making Connections: How Data Points Can Help You Connect with Clients

3:45pm - 4:30pm

Advisor Summit - Inside WealthStack

How we use client data to deliver experiences that are hyper-personalized is paramount for growth-oriented advisory firms seeking to scale advice delivery. This session will explore best practices in how we gather and store data, how we can use AI-powered technology to interrogate that data and improve speed-to-insight and ultimately use it to drive client behavior. Having clean, current data – and access to that data – is critical to leveraging everything we learn about clients – values, goals, purpose, investing, saving and spending behavior, life events – to surface and deliver insights gleaned from that data to help them make good choices and improve outcomes.

### Participants

**Moderator: Gavin Spitzner** - President, Wealth Consulting Partners

**Speaker: Julie Littlechild** - Founder & CEO, Absolute Engagement

**Speaker: Jud Mackrill** - CEO & Cofounder, Milemarker

## Panel - Momentum vs Value: Where to allocate within Factor Based Investing for what's ahead

3:45pm - 4:30pm

ETF University Summit - Inside ETFs

Following a year where mega-cap stocks and growth factors dominated performance, 2021 has taken an alternative approach rewarding such factors as value and equal weight of the broader market. Catch this session to learn our expert's outlooks on the microenvironment moving forward and which factors are positioned best for the future, including whether the combination of multiple factors is better than trying to rotate between them.

### Participants

**Panelist: Sam Huszcco** - Founder, SGH Wealth Management

**Panelist: Robert Bush** - DWS Research Institute, DWS

## ESG Trends and Tools for Your Practice

4:30pm - 5:15pm

ESG Connector Event

### ESG Trends and Tools for Your Practice

ESG has gone mainstream, as the Global Sustainable Investment Alliance latest trends report states that 35.9% of the world total assets under management are sustainable investments. This event will look at current ESG trends in the market, including the most recent US ETF flow trends. We'll also delve into the ESG themes that are gaining the most traction at the moment, such as climate change, diversity, and corporate governance, and the data and tools that are available for financial advisors.

To sign up for this connector event, please email Andrew Baranich at [ABaranich@insideetfs.com](mailto:ABaranich@insideetfs.com)

\*You must be a registered conference attendee to participate

### Participants

**Speaker: Hernando Cortina** - Head of Index Strategy, ISS ESG

**Speaker: Kevin Jurick** - Asset Management Sales North America, ISS

## Connector Event Crypto: How to Include and How Much

4:30pm - 5:15pm

Crypto Connector Event

### Crypto: How to Include and How Much

Come to network, share your thoughts, or listen in on curated discussions led by the industries top crypto minds.

To sign up for this connector event, please email Andrew Baranich at [ABaranich@insideetfs.com](mailto:ABaranich@insideetfs.com)

\*You must be a registered conference attendee to participate

### Participants

**Speaker: Don Friedman** - President, Digital Assets Council of Financial Professionals

## D&I Connector Event - Meet the Women Portfolio Managers Behind ETFs

4:30pm - 5:15pm

D&I Connector Event

### Changing The Industry for Good

Today, only 1 in 10 portfolio managers are women. The number and gender imbalance has not changed in decades. The mission of this event is to discover how we can better cultivate and promote gender and racial diverse PMs within asset management firms. We will also explore the systematic approaches by all sides in the investment community to effectively champion gender and racially diverse PMs, to make real changes in pathetically steep gender and racial imbalance in asset management. During this - first of it's kind - event, we will informally discuss ways in which we can come together as an industry to participate in creating change.

Registration is required and will be limited to 50 people.

To sign up for this connector event, please email Andrew Baranich at [ABaranich@insideetfs.com](mailto:ABaranich@insideetfs.com)

\*You must be a registered conference attendee to participate

### Participants

**Leader:: Jill Mavro** - Principal & Founder, SpoonDRIFT Advisory

**Participant: Dina Ting** - Head of Global Index Portfolio Management, Franklin Templeton Investments

**Participant: Nancy Davis** - Managing Partner & CIO, Quadratic Capital Management LLC

**Participant: Robert Schein** - Managing Director, Partner & CIO, HighTower/ Blanke Schein Wealth Management

### Welcome Reception

5:15pm - 7:00pm

# SCHEDULE

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| TIME    | ADVISOR SUMMIT - INSIDE WEALTHSTACK   | CRYPTO CONNECTOR EVENT  | D&I CONNECTOR EVENT   | DISTRIBUTION SUMMIT - INSIDE ETFS   | ESG CONNECTOR EVENT                             | ETF UNIVERSITY SUMMIT - INSIDE ETFS  |
|---------|---|---|---|---|---|--|
| 12:00PM | 12:00pm - Registration Opens  | 12:00pm - Registration Opens                                    | 12:00pm - Registration Opens  | 12:00pm - Registration Opens  | 12:00pm - Registration Opens                    | 12:00pm - Registration Opens   |
| 1:00PM  | 1:00pm - Keynote - 5 Years of Change in 18 Months: What Have We Learned<br><br>1:30pm - Panel - Authenticity + Amplification: Leveraging Digital to Make Meaningful Connections                   |   |   | 1:00pm - Fireside - The Future of Distribution<br><br>1:30pm - Panel - ETFs Sold, Not Bought  |   | 1:00pm - ETFs: Where We Were, Where We Are, Where We're Going<br><br>1:30pm - Panel - Trading Inside the Spread: Efficiency and Transparency is Key                                    |
| 2:00PM  | 2:15pm - Networking Break   | 2:15pm - Networking Break                                       | 2:15pm - Networking Break   | 2:15pm - Networking Break   | 2:15pm - Networking Break                       | 2:15pm - Networking Break  |
| 3:00PM  | 3:00pm - The Advisory Firm of the Future: Leading with Technology to Reinvent the Client Experience<br><br>3:45pm - Panel - Making Connections: How Data Points Can Help You Connect with Clients |   |   | 3:00pm - Standing UP: Strategies used by leading asset managers who have successfully entered the ETF space<br><br>3:45pm - Standing the Test of Time: ETF Managed Portfolios For Change & Advisor Growth |   | 3:00pm - Panel - What's Next for Crypto: Answering Client's Main Questions<br><br>3:45pm - Panel - Momentum vs Value: Where to allocate within Factor Based Investing for what's ahead |
| 4:00PM  |   | 4:30pm - Connector Event<br>Crypto: How to Include and How Much | 4:30pm - D&I Connector Event<br>- Meet the Women Portfolio Managers Behind ETFs |   | 4:30pm - ESG Trends and Tools for Your Practice |  |
| 5:00PM  | 5:15pm - Welcome Reception  | 5:15pm - Welcome Reception                                      | 5:15pm - Welcome Reception  | 5:15pm - Welcome Reception  | 5:15pm - Welcome Reception                      | 5:15pm - Welcome Reception   |

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## Registration and Breakfast Session: How the Power of Being Different Leads to Success - Exhibition Hall

8:00am - 9:00am

The Women in ETFs annual breakfast event will feature a panel of established industry leaders set to discuss how harnessing the power of diversity will have a positive impact on our businesses, our careers, and the future of our industry.

### Participants

**Moderator: Kara Pagliuca** - Co-President Women in ETFs, Senior Account Manager, SPDR/SSGA

**Speaker: Janel Jackson** - Head of US ETF Capital Markets, Vanguard

**Speaker: Adina Taylor** - Vice President, Investment Product Group, Fidelity Investments

**Speaker: Sandra Testani** - Vice President, ETF Product and Strategy, American Century Investments

**Speaker: Kelly Ye** - Director of Research, IndexIQ

## Intro & Opening for Inside ETF and Inside WealthStack

9:00am - 9:05am  
Inside ETFs Mainstage

### Participants

**Speaker: Mark Bruno** - Managing Director, Wealth Management, Informa Connect

## Intro & Chair Remarks

9:00am - 9:05am  
Inside WealthStack Mainstage

### Participants

**Speaker: Dani Fava** - Head of Strategic Development, Envestnet

## See Wealthstack Stage

9:05am - 9:35am  
Inside ETFs Mainstage

## Intro & Opening Keynote - Embedded Finance: The Next Digital Disruption

9:05am - 9:35am  
Inside WealthStack Mainstage

Imagine being able to save for your goals right where you shop. For example, think about how you currently shop for a house or car. Yes, financing options are available, but what about the option to save or invest, as well? Envision returning an item to Amazon and seeing a question, "Do you want your refund credited back to your credit card, or do you want it deposited into your investment account?" Opportunities like that make an impact and experiences like this are coming – soon.

In this session, Dani Fava, Head of Strategic Development for Envestnet takes a deeper dive in to this new category in financial services – Embedded Finance. Throughout her talk, Dani explains what embedded finance is, why it's important and how it's the next big disruption.

### Participants

**Keynote:: Dani Fava** - Head of Strategic Development, Envestnet

## Break to move rooms

9:35am - 9:40am  
Inside ETFs Mainstage

## Break to move rooms

9:35am - 9:40am  
Inside WealthStack Mainstage

## Panel: ETF Innovators & Gamechangers

9:40am - 10:20am  
Inside ETFs Mainstage

ETF Leaders discuss top strategies and industry priorities

### Participants

**Moderator: Eric Balchunas** - Senior ETF Analyst, Bloomberg Intelligence

**Speaker: Stephanie Pierce** - CEO, ETF Index and Cash Investment Strategies, BNY Mellon

## CTO Panel: Battle of the Tech Nerds

9:40am - 10:20am  
Inside WealthStack Mainstage

## Networking Break in Exhibit Hall

10:20am - 11:00am

## Allocation Nation: Winning Strategies for Any Portfolio

11:00am - 11:30am  
Inside ETFs Mainstage

### Participants

**Moderator: John Davi** - Founder & Chief Investment Officer, Astoria Portfolio Advisors

**Speaker: Garth Friesen** - Principal & Portfolio Manager, III Capital Management

**Speaker: Ryan Issakainen** - Senior Vice President & ETF Strategist, First Trust

**Speaker: Shana Sissel** - Chief Investment Officer, Spotlight Asset Group

## See sessions on other stages

11:00am - 11:30am  
Inside ETFs Breakout

## Drivers of Growth: Going from a Practice to a Platform

11:00am - 11:30am  
Inside WealthStack Mainstage

Drivers of Growth: Going from a Practice to a Platform – As more RIAs are looking to leverage technology, recruit new advisors and engage in M&A, having a "CEO state of mind" is more critical than ever. This session will explore how you can build a scalable advisory firm that is strategically designed for growth – as well as the role that technology will play in creating capacity and unlocking new growth opportunities. In addition, it will also provide a framework for how you can determine the right types of growth opportunities for your firm.

### Participants

**Speaker: Carolyn Armitage** - Head of Thrivent Advisor Network (TAN), Thrivent Advisor Network

**Moderator: Mark Bruno** - Managing Director, Wealth Management, Informa Connect

**Speaker: Paul Saganey** - Founder and President, Integrated Partners

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## Master's Class - Ordinary to Irresistible -- How Advisors Can Attract Clients Like The Greatest Brands In The World

11:00am - 11:30am

Inside ETFs & Inside WealthStack Master's Class Stage

The financial advice industry is fiercely competitive and it's getting harder to capture prospect attention. How can advisors market themselves in a way that is captivating and irresistible to prospects? How can they demand attention rather than blending in? By exploring real life examples of companies that have revived their brands and revolutionized their industries, Robert Sofia makes a compelling case for how to transform and transcend through a clearly defined set of actions any advisor can take. Advisors who attend this session will gain the insight needed to intentionally and predictably transform ice cold prospects into insatiable brand ambassadors.

### Participants

**Mastermind: Robert Sofia** - Chairman & CEO, Snappy Kraken

## Live ETF Prime Podcast Recording: The State of Bitcoin ETFs

11:30am - 12:00pm

Inside ETFs Mainstage

ETF Prime Host Nate Geraci, along with Grayscale Investments Global Head of ETFs David LaValle and VanEck CEO Jan van Eck, discuss the current state of bitcoin ETFs, including the regulatory landscape, potential timing of approval, and future competitive dynamics.

### Participants

**Host: Nate Geraci** - President, The ETF Store, Inc.

**Guest: David LaValle** - Global Head of ETFs, Grayscale Investments

**Guest: Jan Van Eck** - Chief Executive Officer, Van Eck Associates Corporation

## Panel - ETFs vs. Direct Indexing: What Does the Future Hold?

11:30am - 12:00pm

Inside ETFs Breakout

Direct Indexing exploded in popularity in 2020 and more financial advisors are incorporating it into client portfolios than ever before. Increased adoption, advances in technology and appreciation for the tax benefits of Direct Indexing will likely continue to accelerate its rapid growth. How will this impact the advisors' perception and use of ETFs going forward? Our expert panellists will address issues around getting started, workflow integration and implantation across various custodians. As well as provide insights around the shortcomings of Direct Indexing – it is not for everyone and easier to implement in some asset classes vs. others. And don't miss questions answered about the future of Direct Indexing. Does it become more widely available to mass affluent investors? Could it be an ETF category killer? Our expert panellists will address the pros and cons of each when constructing portfolios for your clients and offer in-depth analysis on their most appropriate applications.

### Participants

**Moderator: Michael Rose** - Managing Partner, Rose Capital Advisors

**Speaker: Roxanna Islam** - Associate Director of Research, Alerian

**Speaker: Ari Rosenbaum** - Principal Director of Financial Advisor Services, O'Shaughnessy Asset Management (OSAM).

**Speaker: Jonathan Hudacko** - CEO, Just Invest

## RIA ALL-STARS

11:30am - 12:30pm

Inside WealthStack Mainstage

### Participants

**Moderator: Mark Bruno** - Managing Director, Wealth Management, Informa Connect

**Speaker: Carina Diamond** - Chief Experience Officer, Managing Partner, Dakota Wealth Management

**Speaker: Lisa Johnston** - Chief Marketing Officer, Edelman Financial Engines

## Master Class: Tuning out the Tweets: Timeless Insights for Navigating Today's Market

11:30am - 12:00pm

Inside ETFs & Inside WealthStack Master's Class Stage

Investors today are bombarded with headlines and "tweets" about the market, interest rates, the economy and other important but unknowable issues. When the news cycle seems overwhelming, it's important to take a step back and reflect on timeless investment truths that look beyond the current headlines, and to recognize how advisors help clients stay focused on their long-term financial plans. With that goal in mind, we will draw on Davis' fifty years of successful investing to share the timely and timeless lessons we've learned about navigating ever-changing markets, uncovering opportunities, and the role advisors play in helping clients keep emotions in check.

### Participants

**Mastermind: Chris Davis** - Chairman and Portfolio Manager, Davis Advisors

## ETF Pundits Jeopardy

12:00pm - 12:30pm

Inside ETFs Mainstage

### Participants

**Contestant: Eric Balchunas** - Senior ETF Analyst, Bloomberg Intelligence

**Contestant: Ben Johnson** - Director of Global ETF Research, Morningstar

**Contestant: Todd Rosenbluth** - Senior Director, ETF & Mutual Fund Research, CFRA

**Contestant: Elisabeth Kashner** - Vice President, Director of ETF Research and Analytics, FactSet

## Panel – Emerging Markets: New Factors for a New Era

12:00pm - 12:30pm

Inside ETFs Breakout

In a world where emerging markets are seeing larger divergence on foundational risk factors, what are the new metrics that can help investors navigate the way forward and capture the best growth areas in this asset class?

### Participants

**Speaker: Perth Tolle** - Founder, Life + Liberty Indexes

**Speaker: Jason Hsu** - Founder and Cio, Rayliant Global Advisors

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## Master Class – ESG ETFs – Facts & Fiction

12:00pm - 12:30pm

Inside ETFs & Inside WealthStack Master's Class Stage

ETFs considering Environmental-, Social- & Governance (ESG) related aspects in their portfolios have been experiencing a meteoric rise in assets under management in the recent past. What fuels this growth? Does structuring a portfolio in a more ESG-conscious way cost additional fees or performance? How can I be sure my portfolio experiences an improvement in ESG-related scores? DWS is looking forward to exchanging thoughts, views and opinions on one of the fastest growing areas of the ETF- and broader financial markets.

### Participants

**Speaker: Arne Noack** - Head of Systematic Investment Solutions, Americas, DWS

## Lunch and Networking in Exhibit Hall

12:30pm - 1:30pm

Speaker hosted lunch tables: first come, first served

1. Death of 60/40
2. ESG
3. Thematics
4. Crypto
5. D&I
6. Non-transparent Active ETFs
7. Emerging Markets

## Understanding blockchain and digital assets

1:30pm - 2:15pm

Inside ETFs Mainstage

Is Bitcoin a fad or a revolutionary technology that will transform commerce on a planetary scale?

As a financial advisor, you must become knowledgeable about blockchain, as well as bitcoin and other digital assets, so you can decide whether your clients should invest – or stay away.

This vital session will remove the mystery about these innovative technologies, enabling you to have meaningful conversations with your clients about blockchain and digital assets – while also helping you learn the implications for your own advisory practice.

Presented by legendary financial advisor Ric Edelman, 3 times ranked the #1 Independent Financial Advisor in the nation by Barron's and founder of the largest RIA firm in the country.

### Participants

**Speaker: Ric Edelman** - Founder, Digital Assets Council of Financial Professionals

## CEO Perspectives: Inside the RIA M&A Surge

1:30pm - 2:15pm

Inside WealthStack Mainstage

Two of the industry's leading acquirers and executives will offer an insider's view on the driving forces behind the record-setting deal activity that is re-shaping the wealth management landscape. This session will specifically address valuations, buyer-seller dynamics, integrating vs. aggregating - and importantly, how buyers bringing together people, processes and technology after a deal closes.

### Participants

**Moderator: Mark Bruno** - Managing Director, Wealth Management, Informa Connect

**Speaker: Shirl Penney** - CEO, Dynasty Financial Partners

**Speaker: Dave Welling** - Chief Executive Officer, Mercer Advisors

## Master Class - Reshaping Reality: Bringing Innovative Technology to Clients

1:30pm - 2:15pm

Inside ETFs & Inside WealthStack Master's Class Stage

## Investment Power Hour – Top Investors' Best Ideas

2:15pm - 3:15pm

Inside ETFs Mainstage

Industry experts share views and investment thesis in 3 20-minute TED talks:

2:15-2:35: Finding Long Term Opportunities in a Short term World: A Conversation with Chris Davis, Chairman & PM, Davis Advisors  
Chris Davis will share his perspective on the risks and opportunities in equity markets around the world. He will discuss the ongoing impact on markets and the economy of COVID-19, highlight his top investment ideas and discuss how advisors can turn volatility into opportunity.

### Participants

**MC: James Gardiner** - Director, Advisor Services Exchange (ASx)

**Talk 1:: Chris Davis** - Chairman and Portfolio Manager, Davis Advisors

**Talk 2 :: Jay Pelosky** - Co Founder & Chief Investment Officer, TPW Investment Management

## Industry Gamechangers: The Future of Financial Advice

2:15pm - 2:45pm

Inside WealthStack Mainstage

The wealth management industry is experiencing a period of rapid, transformational change that will re-shape the future of financial advice. M&A and technology, in particular, have accelerated the rate of change – and a handful of companies have been behind the most influential and innovative industry advancements over the last year. This session will feature two of the premier players in RIA M&A and WealthTech, and will detail how their firms' strategies are designed to align with the evolving needs of advisors and investors.

### Participants

**Moderator: Kristen Schmidt** - Founder, RIA Oasis

**Panelist: Bob Oros** - CEO, Hightower

**Panelist: Anthony Stich** - COO, NaviPlan

## Master Class - Emotional Intelligence in an Ever-growing Technological World

2:15pm - 2:45pm

Inside ETFs & Inside WealthStack Master's Class Stage

Financial advisors can develop and utilize emotional intelligence skills to connect with clients at a deeper level as well as develop a business development strategy that differentiates and grows their practice. How do you go from being a good leader to a great leader? Ali McCarthy, Ph.D, CMO at Skience, unfolds how IQ got you here, but EQ will take you to the next level.

### Participants

**Speaker: Ali McCarthy** - Chief Marketing Officer, Skience

## Stack Stadium: Demo Showcase of Leading Edge Advisor Tech

2:45pm - 3:15pm

Inside WealthStack Mainstage

Demo 1: YourStake

Demo 2: Orion

Demo 3: Riskalyze

Demo 4: O'Shaughnessey Asset Management

### Participants

**Demoer: Patrick Hannon** - VP, Enterprise Solutions at Riskalyze, Riskalyze

**Demoer: Ryan Donovan** - SVP, Business Development, Orion Advisor Solutions, LLC

**Demoer: Ari Rosenbaum** - Principal Director of Financial Advisor Services, O'Shaughnessey Asset Management (OSAM).

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## See session on other stage

2:45pm - 3:15pm

Inside ETFs & Inside WealthStack Master's Class  
Stage

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## Networking Break in Exhibit Hall

3:15pm - 4:00pm

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## Industry Icons, Influencers and Innovators

4:00pm - 4:30pm

Inside ETFs Mainstage

Financial advisors have access to more technology tools and digital resources than ever before. At the same time, client and prospects are more digitally savvy than ever – and demanding more personalized and customized solutions from their advisors. Two industry icons will offer their perspective on how technology will re-shape the advisor-client dynamic, improve client service and support – and ultimately enhance the value that financial advisors can deliver to their clients.

### Participants

**Moderator: David Armstrong** - Editor-in-chief and Executive Director of Content, Wealthmanagement.com

**Panelist: Eric Clarke** - CEO, Orion

**Panelist: Vinay Nair** - Founder, Chairman, and CEO, TIFIN

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## Celebrity Fireside: The family business: winning on & off the field

4:30pm - 5:15pm

Inside ETFs Mainstage

NFL legends Eli and Archie Manning will join us to discuss the secrets of their success on the football field and in the business world – while also sharing their perspectives on managing family and intergenerational wealth in this exclusive keynote Q&A.

This in-depth interview will address how the Manning Family has built an enduring legacy, and also how they identify business and investment opportunities.

In addition, to inject the “voice of the financial advisor” into this Q&A, the keynote will be co-moderated by Hightower CEO Bob Oros and Informa Wealth Management Managing Director Mark Bruno.

### Participants

**Speaker: Bob Oros** - CEO, Hightower

**Speaker: Eli Manning** - Former New York Giant, Former New York Giant

**Speaker: Archie Manning** - Former NFL Pro Quarterback, Former New Orleans Saint and Houston Oiler

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## Happy Hour in Exhibit Hall

5:15pm - 6:15pm

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## Poolside Reception – Live band, open bar and light refreshments

7:30pm - 10:30pm

Join us on Tuesday, September 28th at 7:30 for a poolside evening reception

Location: South Pam Court

Poolside Reception Hosted by Naviplan

# SCHEDULE

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| TIME    | INSIDE ETFS & INSIDE WEALTHSTACK MASTER'S CLASS STAGE  | INSIDE ETFS BREAKOUT   | INSIDE ETFS MAINSTAGE   | INSIDE WEALTHSTACK MAINSTAGE   |
|---------|--|--|---|--|
| 8:00AM  | 8:00am - Registration and Breakfast Session: How the Power of Being Different Leads to Success - Exhibition Hall   | 8:00am - Registration and Breakfast Session: How the Power of Being Different Leads to Success - Exhibition Hall | 8:00am - Registration and Breakfast Session: How the Power of Being Different Leads to Success - Exhibition Hall  | 8:00am - Registration and Breakfast Session: How the Power of Being Different Leads to Success - Exhibition Hall   |
| 9:00AM  |  |  | 9:00am - Intro & Opening for Inside ETF and Inside WealthStack<br>9:05am - See Wealthstack Stage<br>9:35am - Break to move rooms<br>9:40am - Panel: ETF Innovators & Gamechangers | 9:00am - Intro & Chair Remarks<br>9:05am - Intro & Opening Keynote - Embedded Finance: The Next Digital Disruption<br>9:35am - Break to move rooms<br>9:40am - CTO Panel: Battle of the Tech Nerds |
| 10:00AM | 10:20am - Networking Break in Exhibit Hall   | 10:20am - Networking Break in Exhibit Hall   | 10:20am - Networking Break in Exhibit Hall  | 10:20am - Networking Break in Exhibit Hall   |
| 11:00AM | 11:00am - Master's Class - Ordinary to Irresistible – How Advisors Can Attract Clients Like The Greatest Brands In The World<br>11:30am - Master Class: Tuning out the Tweets: Timeless Insights for Navigating Today's Market | 11:00am - See sessions on other stages<br>11:30am - Panel - ETFs vs. Direct Indexing: What Does the Future Hold? | 11:00am - Allocation Nation: Winning Strategies for Any Portfolio<br>11:30am - Live ETF Prime Podcast Recording: The State of Bitcoin ETFs  | 11:00am - Drivers of Growth: Going from a Practice to a Platform<br>11:30am - RIA ALL-STARS  |
| 12:00PM | 12:00pm - Master Class – ESG ETFs – Facts & Fiction<br>12:30pm - Lunch and Networking in Exhibit Hall  | 12:00pm - Panel – Emerging Markets: New Factors for a New Era<br>12:30pm - Lunch and Networking in Exhibit Hall  | 12:00pm - ETF Pundits Jeopardy<br>12:30pm - Lunch and Networking in Exhibit Hall  | 12:30pm - Lunch and Networking in Exhibit Hall   |
| 1:00PM  | 1:30pm - Master Class - Reshaping Reality: Bringing Innovative Technology to Clients   |  | 1:30pm - Understanding blockchain and digital assets  | 1:30pm - CEO Perspectives: Inside the RIA M&A Surge  |
| 2:00PM  | 2:15pm - Master Class - Emotional Intelligence in an Ever-growing Technological World<br>2:45pm - See session on other stage   |  | 2:15pm - Investment Power Hour – Top Investors' Best Ideas  | 2:15pm - Industry Gamechangers: The Future of Financial Advice<br>2:45pm - Stack Stadium: Demo Showcase of Leading Edge Advisor Tech   |



# SCHEDULE

DAY TWO - 28/09/2021

Inside ETFs

September 27-29, 2021  
The Diplomat Beach Resort  
Hollywood, Florida

| TIME   | INSIDE ETFS & INSIDE WEALTHSTACK MASTER'S CLASS STAGE                    | INSIDE ETFS BREAKOUT   | INSIDE ETFS MAINSTAGE   | INSIDE WEALTHSTACK MAINSTAGE   |
|--------|--|--|---|--|
| 3:00PM | 3:15pm - Networking Break in Exhibit Hall                                | 3:15pm - Networking Break in Exhibit Hall                                | 3:15pm - Networking Break in Exhibit Hall   | 3:15pm - Networking Break in Exhibit Hall                                |
| 4:00PM |  |  | 4:00pm - Industry Icons, Influencers and Innovators<br>4:30pm - Celebrity Fireside: The family business: winning on & off the field |  |
| 5:00PM | 5:15pm - Happy Hour in Exhibit Hall                                      | 5:15pm - Happy Hour in Exhibit Hall                                      | 5:15pm - Happy Hour in Exhibit Hall   | 5:15pm - Happy Hour in Exhibit Hall                                      |
| 6:00PM |  |  |   |  |
| 7:00PM | 7:30pm - Poolside Reception – Live band, open bar and light refreshments | 7:30pm - Poolside Reception – Live band, open bar and light refreshments | 7:30pm - Poolside Reception – Live band, open bar and light refreshments  | 7:30pm - Poolside Reception – Live band, open bar and light refreshments |

# SESSIONS

DAY THREE - 29/09/2021

Inside ETFs

September 27-29, 2021  
The Diplomat Beach Resort  
Hollywood, Florida

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## Breakfast in Exhibit Hall

8:00am - 9:00am

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## Intro and Chair Remarks on WealthStack Stage

9:00am - 9:10am  
Inside ETFs Mainstage

### Participants

**Speaker: Mark Bruno** - Managing Director, Wealth Management, Informa Connect

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## Intro & Chair Remarks

9:00am - 9:10am  
Inside WealthStack Mainstage

### Participants

**Speaker: Mark Bruno** - Managing Director, Wealth Management, Informa Connect

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## Macroeconomic Keynote

9:10am - 9:40am  
Inside WealthStack Mainstage

What a new administration means for fiscal policy, regulation and the economy.

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## Panel - Future Innovation in the ETF Space

9:50am - 10:20am  
Inside ETFs Mainstage

### Participants

**Moderator: Laura Morrison** - Senior Vice President, Global Head of Listings, Cboe Global Markets

**Speaker: Ed Rosenberg** - Senior Vice President and head of ETFs, American Century

**Speaker: Anna Paglia** - Global Head of ETFs & Indexed Strategies, Invesco QQQ

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## Live 2050 Trailblazers Podcast Recording

9:50am - 10:20am  
Inside WealthStack Mainstage

As we ease back into our offices, companies have the opportunity to hit the reset button. In the 18-months that have transpired since the pandemic hit, it's time to face the music. What have wealth management firms done, and what will they do to close the workplace culture gap?

We're at a crossroads. After months of working in a hybrid/virtual fashion - employees have had a lot of time to reconcile what work/life balance truly means; and, they are quitting in droves when their company cultures aren't aligned with their personal values. Companies want to grow, but they need human capital to sustain their growth. In this podcast episode we'll share what tools firms can use to retain talent, and emerge stronger.

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## Networking Break in Exhibit Hall

10:20am - 11:00am

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## CIO Perspectives: The Top 3 Risks & Opportunities in 2022

11:00am - 11:30am  
Inside ETFs Mainstage

### Participants

**Panelist: Gargi Pal Chaudhuri** - Head of iShares Investment Strategy Americas, BlackRock

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## Panel - Optimizing Returns: Alternatives Stabilize Portfolios

11:00am - 11:30am  
Inside ETFs Breakout

### Participants

**Speaker: Shana Sissel** - Chief Investment Officer, Spotlight Asset Group

**Speaker: Vance Barse** - Founder, Your Dedicated Fiduciary

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## Blending Behavioral Psychology with WealthTech: The New Frontier of Fiduciary Advice

11:00am - 11:30am  
Inside WealthStack Mainstage

### Participants

**Speaker: Daniel Crosby** - Chief Behavioral Officer, Orion

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## Panel - 401K Embracing ETFs

11:30am - 12:00pm  
Inside ETFs Mainstage

### Participants

**Moderator: Fred Barstein** - Founder & CEO, TRAU, TPSU, & 401kTV

**Panelist: Ross Marino** - Founder, Transistus Wealth Partners

**Panelist: Lew Minsky** - President and CEO, Defined Contribution Institutional Investment Association (DCIIA)

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## Panel - Combining the Benefits of an Active Mutual Fund in 21st Century ETF Wrapper

11:30am - 12:00pm  
Inside ETFs Breakout

In 2020, the first semi-transparent ETFs began trading and since then some of the largest active management firms have either launched their own pPanel (Products or plan to do so. Not all funds provide the same level of transparency, but many investors believe the ETFs are well suited to help them achieve financial goals with the aid of stock selection. Learn more about how these funds function, how they are an alternative index-based products and what products could come out in the coming years.

### Participants

**Moderator: Ben Johnson** - Director of Global ETF Research, Morningstar

**Speaker: Sandra Testani** - Vice President, ETF Product and Strategy, American Century Investments

**Speaker: Tim Clift** - Chief Investment Strategist, Envestnet/PMC

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## The Value of Advice: Articulating and Demonstrating Your True "Alpha" to Clients and Prospects

11:30am - 12:00pm  
Inside WealthStack Mainstage

### Participants

**Speaker: Jamie Hopkins** - Managing Partner, Carson Group

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# SESSIONS

DAY THREE - 29/09/2021

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## Master Class - Operational Efficiency: The great migration from sales-based cultures to service-based cultures using technology innovation.

11:30am - 12:00pm

Inside ETFs & Inside WealthStack Master's Class Stage

The idea that growth begins with operational efficiency should be no stranger to leaders who have developed technology platforms to support their advisor and client experiences. However, a focus on operational efficiency has also led to a massive migration away from sales-based advisory firms to service-based advisory firms.

Today, the leading trend within wealth management is helping firms focus their resources on building deeper service-based tech platforms, for their clients and advisors alike. In this session, you will learn:

- The trends in advancing the advisor experience and CFP career tracks to attract the best talent
- The major trends in client experience that are leading to a focus on serving all types of clients beyond the high-net worth
- Major proprietary technology innovations seen on the horizon for the advisory profession

### Participants

**Mastermind: Angie Herbers** - Founder & Chief Executive, Herbers & Company

## Thematics Power Hour - The Hottest Trends in 2021

12:00pm - 1:00pm

Inside ETFs Mainstage

3 20-minute TED talks on the hottest areas of thematics - AI, Buzz, Videogames, Cannabis, Genomics, Healthcare, Cyber

12:00-12:20

Commitment to Innovation: A Conversation with Ryan McCormack, Factor & Core Equity Strategist, Invesco QQQ

Ryan McCormack will discuss how spending on research and development can help measure a company's commitment to innovation, which companies are making the most of their R&D dollars, and what it means for investors.

### Participants

**Speaker: Ryan McCormack** - Factor & Core Equity Strategist, Invesco QQQ

## Panel - Are we in Store for Another Record Year for Fixed Income ETFs?

12:00pm - 12:30pm

Inside ETFs Breakout

For the last two years, investors poured more money into U.S. fixed income ETFs than U.S. equity ETFs. Investors have gained comfort using ETFs to tailor their risk profiles using index based strategies or using actively managed ETFs. However, with interest rates likely to be rising in the future, what areas look most appealing to help build client portfolios. And are there under-the-radar risks to consider?

### Participants

**Moderator: Bart Farinholt** - Director of Corporate Strategy, Riverfront Investment Group

**Speaker: Kim Escue** - CFO & Senior Portfolio Manager, Stringer Asset Management

**Speaker: Bill Housey** - Managing Director of Fixed-Income & Senior Portfolio Manager, First Trust

**Speaker: Fran Rodilosso** - Head of Fixed Income ETF Portfolio Management, VanEck

## Execution, Efficiency and Experience - Optimizing Technology For Superior Client Service

12:00pm - 12:30pm

Inside WealthStack Mainstage

Whether it's onboarding a new client or providing a long-time client with enhanced reporting and communication options, technology is now at the core of every touchpoint and client experience. As more advisors deliver their services virtually, technology will play an increasingly important role in client relations and support - and is rapidly re-defining the advisor-client dynamic. This session will share strategies for leveraging technology and digital resources, integrating core technologies and how the right service model can lead to superior results for your firm - and your clients.

## Master's Class - FINRA & the SEC: ETF Changes and Challenges

12:00pm - 12:30pm

Inside ETFs & Inside WealthStack Master's Class Stage

### Participants

**Mastermind: Adam Teufel** - Partner, Dechert

## See sessions on other stages

12:30pm - 1:00pm

Inside ETFs Breakout

## Fireside - Too Many Cooks in The Kitchen: Streamlining Your Tech Stack

12:30pm - 1:00pm

Inside WealthStack Mainstage

As WealthTech has evolved in recent years, a growing number of providers have developed platforms that effectively integrate a number of core tech functions into a single solution. Many advisory firms, however, still have a wide range of standalone WealthTech offerings that they are struggling to integrate. This session will explore how WealthTech platforms have evolved, when a multi-use solution makes sense - and how you can migrate legacy solutions into a more integrated tech stack.

### Participants

**Speaker: Steve Leivent** - SVP and Co-General Manager, SS&C

## Master Class - Growing Together: The Power of Collaboration

12:30pm - 1:00pm

Inside ETFs & Inside WealthStack Master's Class Stage

## Lunch and Networking in Exhibit Hall

1:00pm - 2:00pm

Speaker hosted lunch tables: first come, first served

- Death of 60/40
- ESG
- Thematics
- Crypto
- D&I
- Non-transparent Active ETFs
- Emerging Markets

## Panel - Invest with Impact: ETFs that Fit a Client's Values not Just Their Investment Goals

2:00pm - 2:30pm

Inside ETFs Mainstage

In 2021, the demand and supply of ESG ETFs has climbed sharply, as investors seek strategies that screen out companies that are hurting the environment or with poor corporate governance. In addition, as U.S. focuses on fighting climate change, clean energy ETFs have garnered the spotlight. Come learn about the investment prospects for Broad and more targeted ESG strategies and how to understand if a fund is screening in or screening out companies.

### Participants

**Moderator: Caleb Silver** - Editor-in-Chief, Investopedia

**Participant: Jocelyn Wright** - Founder and Managing Partner, Jocelyn Wright

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## See sessions on other stages

2:00pm - 2:30pm  
Inside ETFs Breakout

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## Stack Stadium: Demo Showcase of Leading Edge Advisor Tech

2:00pm - 2:30pm  
Inside WealthStack Mainstage

4 x 8 min Tech demos

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## See sessions on other stages

2:00pm - 2:30pm  
Inside ETFs & Inside WealthStack Master's Class Stage

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## Panel - Voting on the Future: Mitigating Risk and Securing Long-Term Returns from ESG Initiatives

2:30pm - 3:00pm  
Inside ETFs Mainstage

### Participants

**Speaker: Yasmin Dahya Bilger** - Head of ETFs, Engine No. 1.

**Moderator: Mike Cronan** - President, ETF Insight

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## See sessions on other stages

2:30pm - 3:00pm  
Inside ETFs Breakout

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## Panel – Crypto Custody and Portfolio Reporting: What Are The Options?

2:30pm - 3:00pm  
Inside WealthStack Mainstage

### Participants

**Speaker: Teddy Fusaro** - President, Bitwise

**Speaker: Davis Janowski** - Senior Technology Editor, WealthManagement.com

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## See sessions on other stage

2:30pm - 3:00pm  
Inside ETFs & Inside WealthStack Master's Class Stage

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## Panel - Business Intel - Systems That Talk

3:00pm - 3:30pm  
Inside ETFs Mainstage

Evolving system integration and simplifying business today and for the future. When implementing organizational tools into your business, getting your client software, reporting software, and back-office systems to all work in tandem together can be a long, arduous process. How do we know we're choosing the right tools? Is there a more inclusive all-in-one platform that will offer everything I need in one place? Are there ways in which these different platforms are starting to integrate with one another for a more user-friendly experience? Our experts say yes to all the above and are here to help you streamline your tech and promote efficiency in your business for years to come.

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## See sessions on other stages

3:00pm - 3:30pm  
Inside ETFs Breakout

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## Fireside - Compensation Station: Knowing Your Worth

3:00pm - 3:30pm  
Inside WealthStack Mainstage

### Participants

**Moderator: Diana Britton** - Managing Editor, WealthManagement.com

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## Master's Class - Open Session

3:00pm - 3:30pm  
Inside ETFs & Inside WealthStack Master's Class Stage

# SCHEDULE

DAY THREE - 29/09/2021

Inside ETFs

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|---------|---|--|--|--|
| 8:00AM  | 8:00am - Breakfast in Exhibit Hall  | 8:00am - Breakfast in Exhibit Hall   | 8:00am - Breakfast in Exhibit Hall   | 8:00am - Breakfast in Exhibit Hall   |
| 9:00AM  |   |  | 9:00am - Intro and Chair Remarks on Wealth-Stack Stage<br>9:50am - Panel - Future Innovation in the ETF Space  | 9:00am - Intro & Chair Remarks<br>9:10am - Macroeconomic Keynote<br>9:50am - Live 2050 Trailblazers Podcast Recording  |
| 10:00AM | 10:20am - Networking Break in Exhibit Hall  | 10:20am - Networking Break in Exhibit Hall   | 10:20am - Networking Break in Exhibit Hall   | 10:20am - Networking Break in Exhibit Hall   |
| 11:00AM | 11:30am - Master Class - Operational Efficiency: The great migration from sales-based cultures to service-based cultures using technology innovation. | 11:00am - Panel - Optimizing Returns: Alternatives Stabilize Portfolios<br>11:30am - Panel - Combining the Benefits of an Active Mutual Fund in 21st Century ETF Wrapper | 11:00am - CIO Perspectives: The Top 3 Risks & Opportunities in 2022<br>11:30am - Panel – 401K Embracing ETFs   | 11:00am - Blending Behavioral Psychology with WealthTech: The New Frontier of Fiduciary Advice<br>11:30am - The Value of Advice: Articulating and Demonstrating Your True “Alpha” to Clients and Prospects |
| 12:00PM | 12:00pm - Master's Class - FINRA & the SEC: ETF Changes and Challenges<br>12:30pm - Master Class - Growing Together: The Power of Collaboration       | 12:00pm - Panel - Are we in Store for Another Record Year for Fixed Income ETFs?<br>12:30pm - See sessions on other stages   | 12:00pm - Thematics Power Hour - The Hottest Trends in 2021  | 12:00pm - Execution, Efficiency and Experience – Optimizing Technology For Superior Client Service<br>12:30pm - Fireside - Too Many Cooks in The Kitchen: Streamlining Your Tech Stack                     |
| 1:00PM  | 1:00pm - Lunch and Networking in Exhibit Hall   | 1:00pm - Lunch and Networking in Exhibit Hall  | 1:00pm - Lunch and Networking in Exhibit Hall  | 1:00pm - Lunch and Networking in Exhibit Hall  |
| 2:00PM  | 2:00pm - See sessions on other stages<br>2:30pm - See sessions on other stage   | 2:00pm - See sessions on other stages<br>2:30pm - See sessions on other stages   | 2:00pm - Panel – Invest with Impact: ETFs that Fit a Client’s Values not Just Their Investment Goals<br>2:30pm - Panel - Voting on the Future: Mitigating Risk and Securing Long-Term Returns from ESG Initiatives | 2:00pm - Stack Stadium: Demo Showcase of Leading Edge Advisor Tech<br>2:30pm - Panel – Crypto Custody and Portfolio Reporting: What Are The Options?   |

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DAY THREE - 29/09/2021

Inside ETFs

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| TIME   | INSIDE ETFS & INSIDE WEALTHSTACK MASTER'S CLASS STAGE | INSIDE ETFS BREAKOUT                  | INSIDE ETFS MAINSTAGE                               | INSIDE WEALTHSTACK MAINSTAGE                                 |
|--------|---|---------------------------------------|---|--|
| 3:00PM | 3:00pm - Master's Class - Open Session                | 3:00pm - See sessions on other stages | 3:00pm - Panel - Business Intel - Systems That Talk | 3:00pm - Fireside - Compensation Station: Knowing Your Worth |