

Wednesday 26th September 2018

## agenda

08:30– 09:00 Registration

### Section One: Opportunities and Change

09:00–09:20 Introduction and welcome

Holly Mackay, CEO, Boring Money

*Holly will talk us through a market update covering both provider and consumer angles. What are consumers telling us? What are the opportunities? What does good look like?*

09:20–09:50 **Keynote: The Future Laboratory: Consumer trends “your future brought to life”**

Tom Savigar, Senior Partner, The Future Laboratory

*Overarching technological, social, economic, political and environmental eventualities are shaping the brand landscape. What do they look like? And how does this affect you?*

09:50–10:20 **Deep dive interview with a market leader**

Chris Hill, CEO, Hargreaves Lansdown

*Holly interviews Chris on his first two years at Hargreaves Lansdown—what he has learnt, the challenges he has faced and changes made. In his view how do they see their future consumer base developing and changing?*

10:20–10:30 **Hear the Boring Money consumers speak: what do they make of the industry**

10:30– 10:50 Coffee Break

### Section Two: Talking to Consumers

10:50–11:10 **The new role of the media owner**

News UK

*Hear from The Times and other publications on responding to the digital opportunity.*

11:10–11:40 **The new role of marketing: Building human-focused brands**

Devin Friedman, Executive Creative Director, Wealthsimple

*Devin is the Ex-Editorial Director at GQ and now leads editorial and creative content for Wealthsimple. Devin will look at how to create content for a new generation of investors and the power of telling real and honest stories about money.*

11:40–12:10 **The new role of data**

Ben Hookway, CEO, Relative Insight

*Ben will talk about new ways to understand audiences through their language and social listening.*

12:10–12:30 **Why do women think the investment industry sucks? And what can we do about it?**

Lucy Mangan, Journalist, Stylist Magazine and The Guardian

Janine Menasakanian, Head of Distribution Strategy—Personal Investing, LGIM

Emilie Bellet, Founder, Vestpod

12:30– 13:30 Lunch

## Section Three: Delivering Value and Relevance to Customers

- 13:30–13:45**      **New research from Boring Money—Tackling value for money**  
Richard Bradley, Head of Data & Alex Jones, Head of Market Research
- 13:45–14:00**      **Panel discussion**  
Richard Romer-Lee, Managing Director, Square Mile  
Richard Butcher, Managing Director, PTL (under invite)
- 14:00–14:10**      **Value for money**  
*Two Boring Money readers share their views.*
- 14:10–14:30**      **Delivering what people want**  
*2 IFAs share their experience of what people really want.*
- 14:30–15:00**      **Fireside chat: Trust is the battleground of the future**  
Simon Rogerson, CEO of Octopus Investments and founder Octopus Group, *talks to Holly about why the financial services sector is broken, and why out-behaving and earning the trust of your customers is mission critical.*
- 15:00–15:30**      **Tea break**

## Section Four: Tackling the Tricky Questions

- 15:30–16:00**      **Showcase: Explaining risk.**  
Lucian Camp, Entire Workforce, Lucian Camp Consulting  
Paul Davies, Consulting Behavioural Psychologist  
*Lucian and Paul will discuss how 'real people' think about risk and how we can change the dialogue.*
- 16:00–16:20**      **Panel discussion: Can we implement any of these learnings?**  
Architas, Charles Stanley and Evalue *will discuss the business implications of these findings.*
- 16:20–16:50**      **Designers' corner—Making information beautiful**  
*At the end of the day, sit back, relax and let our designers show you the power of the visual image. What could you be doing better?*
- 16:50–17:00**      **Closing thoughts: Holly Mackay**
- 17:00–18:00**      **Networking drinks**

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