

Wednesday 26th September 2018

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 he has made. In his view how do they see their future consumer base developing and changing?
- 10:20–10:35 **Trust, storytelling and fake news – the life of a media business in 2018**
Chris Duncan, MD, Times Newspapers
- 10:35–10:40 **Hear the Boring Money consumers speak: what do they make of the industry?**

10:40– 11:00 Coffee Break

Section Two: Talking to Consumers

- 11:00–11:20 **The new role of the media owner**
Tara Evans, Digital Consumer Editor, The Sun
Mark Atherton, Investment Money Reporter, The Times
Chris Duncan, MD, Times Newspapers
The News UK panel will discuss their strong relationship with their readers, how they gain trust and what financial concerns their readers have. News UK reaches over 15m people across the UK, so how do you continue to engage on that scale as a media business?
- 11:20–11:50 **The new role of marketing: Building human-focussed 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.
- 11:50–12:10 **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.
- 12:10–12:40 **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

12:40– 13:40 Lunch

Section Three: Delivering Value and Relevance to Customers

- 13:40–14:15** **What's the formula to prove trust? A more academic view on creating the 'secret sauce'**
Herman Brodie, Founding Director of Prospecta Limited and author of *The Trust Mandate: The behavioural science behind how asset managers REALLY win and keep clients*
Herman discusses how trust is won – and what you can do to improve trust in your own business. In conjunction with Holly, he will dissect some industry communications and identify where trust starts to erode.
- 14:15–14:45** **How can we assess and evaluate value for customers? Panel discussion**
Richard Romer-Lee, Managing Director, Square Mile
Richard Butcher, Managing Director, PTL
John Porteous, Retail Customer Solutions Director, Old Mutual Wealth
- 14:45–15:10** **Fireside chat: Trust is the battleground of the future**
Simon Rogerson, CEO of Octopus Investments and founder Octopus Group
Simon 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.

15:10– 15:35 **Tea break**

Section Four: Tackling the Tricky Questions

- 15:35–16:05** **Showcase: Explaining risk.**
Holly Mackay, CEO, Boring Money
Lucian Camp, Entire Workforce, Lucian Camp Consulting
Paul Davies, Consulting Behavioural Psychologist
Armed with data and insights from The Times, Holly, Lucian and Paul will discuss how 'real people' think about risk and how we can change the dialogue.
- 16:05–16:25** **Panel discussion: Can we implement any of these learnings?**
Magnus Wheatley, MD, Charles Stanley
Andrew Storey, Client Development Director, EValue
Sarah Ackland, Head of UK Funds, Architas
- 16:25–16:55** **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 and video. What could you be doing better?
- 16:55–17:00** **Closing thoughts: Holly Mackay**

17:00–18:00 **Networking drinks**

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