

**AIMSE**  
INTERNATIONAL



## AIMSE ANNUAL CONFERENCE

Thursday 3 February 2005

### LOOKING FORWARD – LEARNING FROM THE PAST

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DON'T MISS THIS PRESTIGIOUS CONFERENCE  
WITH MANY LEADING INDUSTRY SPEAKERS

AN OPPORTUNITY TO NETWORK AND  
ENGAGE IN DISCUSSION WITH  
KEY INDUSTRY FIGURES

See the attached programme and  
complete your registration immediately

Venue: **Stationers' Hall**  
**Ave Maria Lane**  
**London EC4M 7DD**

**Association of Investment Management Sales Executives**

## AIMSE ANNUAL CONFERENCE

8.30 - 9.00

**Registration & Coffee**

9.00 - 9.05

**Introduction**

John Gee-Grant - *Merrill Lynch Investment Managers*

9.05 - 10.00

**Raising the Performance Bar: Overview of KPMG/CREATE Report on the Key Challenges Facing Investment Managers**

Moderator - John Gee-Grant - *Merrill Lynch Investment Managers*

Professor Amin Rajan - *CREATE*

David Ledster - *KPMG*

The prevailing bear markets have had a major impact on the profitability of investment management organisations. Responses from the industry have aimed to cut costs and boost the top line. So, what exactly are the nature, scale and persistence of these responses and how are they reshaping the industry and its profitability?

10.00 - 11.15

**Who is Best Placed to Define and Implement Asset Allocation Strategy?**

Moderator - David Hunter - *Consultant*

Keith Jecks - *ABN AMRO*

Alan Brown - *State Street Global Advisors*

Philip Gillett - *ICI*

Marek Siwicki - *Aon*

Chris Edge - *Epic Consulting*

In years past the majority of investment managers accepted, by default, the responsibility for asset allocation through discretionary mandates and industry benchmarks. As the long-term impact of asset allocation strategy on returns became more widely understood, institutional clients and advisers increasingly sought specific benchmarks and, in some cases, separation of asset allocation roles. Now, as pension fund financials increasingly impact the corporate bottom line, the company opinion and attitude to asset allocation risk has become more important. Whose opinions will dominate and why? What will be the impact of differing governance structures on long-term returns?

11.15 - 11.30

**Break**

11.30 - 12.30

**Case Study**

Moderator - David Hunter - *Consultant*

Keith Jecks - *ABN AMRO*

Alan Brown - *State Street Global Advisors*

Philip Gillett - *ICI*

Marek Siwicki - *Aon*

Chris Edge - *Epic Consulting*

The rationales for different approaches to deciding asset allocation usually make sound sense in theory, but how do the parties interact and integrate in practice when addressing difficult issues of return, risk, solvency and liability? This case study throws the interested parties together, challenges them to discuss and resolve their perspectives, so that an appropriate scheme-specific benchmark and governance structure can be implemented. Requiring active participation from audience members over lunch, the case study seeks to demonstrate the main contrasts, conflicts and communications issues that arise in defining the asset allocation process.

12.30 - 2.00

**Lunch**





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2.00 - 3.00

### **Feedback/Findings from Case Study - audience participation with the panel**

Moderator - David Hunter - *Consultant*

3.00 - 4.00

### **Dos and Don'ts of Marketing Hedge Funds**

Moderator - John Gee-Grant - *Merrill Lynch Investment Managers*

Chris Mansi - *Watson Wyatt*

Charles Beazley - *Gartmore*

As interest in hedge funds continues to increase among institutions, it is apparent that there are some issues in combining the education, specific product characteristics and 'comfort' of this relatively new area that need to be tackled when presenting to potential and existing clients. This session aims to highlight the similarities and differences in the hedge fund proposition compared to more familiar strategies from the investment manager and consultant perspectives.

4.00 - 4.30

### **Break**

4.30 - 5.30

### **Media Messages - top tips and pitfalls**

Moderator - Mark Walker - *Mercer Investment Consulting*

Tom Maddocks - *Media Training Associates*

Geoff Ho - *Professional Pensions*

Two perspectives on getting your messages across to the media. Firstly, a media trainer gives us the pointers and pitfalls of seeking media exposure. We then hear from a well known financial journalist on how they get your stories from you and others. This session focuses on traps and tips and gives us all an inside perspective on handling the media.

5.30

### **Drinks and Canapés**



# REGISTRATION

## 3 EASY WAYS TO REGISTER

- (1) Post: AIMSE International  
First Floor, 7 Holyrood Street  
London SE1 2EL
- (2) Fax: +44 20 7357 0124
- (3) Email: aimse@grcomms.co.uk

## TERMS & CONDITIONS ARE YOU REGISTERED?

If you have not received a confirmation before the event please telephone **+44 (0)20 7378 7016** to confirm. With variable postal conditions your booking may be held up on its way to us, or your confirmation delayed in a similar way.

### VAT

Under EU Customs & Excise regulations delegates from all countries are required to pay VAT on any event taking place in the EU.

### CANCELLATION

All cancellations must be received in writing. Cancellations received 14 working days before the event will be issued with a refund less a 10% (+VAT) service charge. Cancellations received between 14 and seven working days before the event will be issued with a refund less a 50% (+VAT) service charge. It is regretted that no refunds will be made or invoices cancelled after this date. Substitutions are welcome at any time.

### DISCLAIMER

It may be necessary for reasons beyond the control of AIMSE International to alter the content and timing of the programme or the identity of the speakers.

### CONTACT INFORMATION

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## AIMSE ANNUAL CONFERENCE

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### FEES

- Member Delegate Fee: £700.00  
 Non-Member Delegate Fee: £1,000.00

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