CISI

CHARTERED INSTITUTE FOR SECURITIES & INVESTMENT

FINANCIAL PLANNING CONFERENCE 2025

2-3 October

DeVere Windsor

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1 October: Pre-conference activities

From 11:00 on 1 October 2025
Ashford Manor Golf Club

2 October: Day 1

09:30 - 10:15

Stream 1 (Beaumont Room)

Breakfast meeting: Neurodiversity in financial planning

Tom Kenny CFP™ Chartered MCSI, boosst

This session explores the lived experience of a neurodiverse planner and provides practical insights to support both personal success and the success of others within the planning industry. It will also highlight experiences of working with neurodiverse clients, offering strategies for overcoming both real and perceived barriers to foster strong, long-lasting client relationships.

Stream 2 (Tudor Room)

Breakfast meeting: LinkedIn mastery

Paul Harper MBA ACII DipPFS & Matt Craven, Paul Harper Search

Learn how to create a compelling LinkedIn profile that reflects your expertise, builds trust with clients and peers, and increases your visibility among key decision-makers. Whether you're looking to grow your client base, attract speaking engagements, or position yourself as a thought leader, this session will give you actionable tips to turn your profile into a powerful professional asset.

10:00 **Registration & networking**

10:20 **Welcome address**

Tracy Vegro OBE, CEO, CISI

10:30 - 11:30 **Make good organisations brilliant and take customer service to another level**

Michael Heppell, Writer, Speaker and Customer Service Expert

Michael Heppell is set to inspire financial professionals to elevate their service standards and foster deeper client relationships. Drawing from his extensive experience as a motivational speaker and author, Heppell emphasizes the transformative power of trust, simplicity, and emotional connection in customer service.

11:35 - 12:15

Stream 1 (Hanover Suite)

Structuring your financial planning meetings

Warren Shute CFP™ Chartered FCSI (Financial Planning), Lexington Wealth

This session offers a behind-the-scenes look at how a successful financial planner structures their week and client meetings. It will demonstrate how a sole practitioner can generate over £1 million in revenue by delivering a true financial planning service, leveraging comprehensive cashflow modelling – while working just four days a week for 40 weeks a year.

Stream 2 (Beaumont Room)

Ethics in financial planning

Kevin Moore Chartered FCSI, CISI

An engaging and practical workshop that delves into the complex and often challenging ethical landscape of financial planning.

Ideal for financial planners looking to strengthen their ethical judgment and maintain a clear understanding of evolving regulatory expectations, the workshop also contributes to continuing professional development (CPD) and reflects the CISI's commitment to the highest standards of integrity and professionalism.

Stream 3 (Tudor Room)

How to recruit graduates & interns and make it a productive year:

Chair: Paul Simmons CFP™ Chartered FCSI (Financial Planning), Forvis Mazars

Lien Luu CFP™ Chartered FCSI (Financial Planning), Associate Professor in Finance & Curriculum Lead in Finance at Coventry University

Sarah Elson CFP™ APP Chartered FCSI (Financial Planning), Berry and Oak

Louis Jarvis, Berry and Oak

Andrew Greaves, Forvis Mazars

This panel will explore diverse insights drawn from a range of perspectives – including a small practice, a larger firm, an intern, and a university lecturer. The discussion will focus on effective strategies for recruiting interns and graduates, as well as practical approaches for integrating them successfully into the financial services industry.

12:15 - 13:10 **Lunch**

13:15 - 14:00

Stream 1 (Hanover Suite)	Stream 2 (Beaumont Room)	Stream 3 (Tudor Room)
Will planning beyond the spouse exemption: strategies for modern families *Kurt Lee, Lester Aldridge* Discover key will planning considerations for cohabiting couples who don't qualify for the IHT spouse exemption. It also explores the Inheritance (Provision for Family and Dependants) Act 1975 and its impact on estate planning. Finally, we'll look at how married step-parents can benefit from the spouse exemption to provide protection and tax efficiency. A practical guide to navigating complex family structures with confidence.	**Strategies for exiting mature trusts - best practices and considerations for financial planners** *Carol Hawking, Clarke Willmott* As trusts reach maturity, financial planners face a unique set of challenges and opportunities when it comes to structuring an effective exit strategy. This session will provide valuable insights and practical guidance on how to navigate the complexities of exiting mature trusts, ensuring that clients' financial goals and tax considerations are met.	**Facilitating your clients energy for your business success** *Louis Vollebregt, CEO, Means in Progress BV* In this interactive workshop, you will be introduced to the concept of key drivers behind client behaviors to better support their needs through meaningful conversations and building a strong relationship. Discover initial strategies to become a 'client energy' expert – an essential skill to thrive and adapt in the age of AI technologies.

14:05 - 14:45

Stream 1 (Hanover Suite)	Stream 2 (Beaumont Room)	Stream 3 (Tudor Room)
Ace your annual review *Melissa Kidd, Motem* Annual review meetings are an important opportunity to cement your relationship and hopefully reassure clients that they have enough. But sometimes clients are reluctant to come along. In this session, we'll look at ways you can reposition this meeting in the client's mind, show your value and help you make the most of the time.	**What I've learnt about AI usage in financial planning** *Alasdair Walker, CFP™ Chartered FCSI (Financial Planning) Optimum Path Financial Planning* This session will share key insights and lessons from a year of hosting the NextWealth AI Lab – a forum of over 80 firms, from solo advisers to major institutions like Fidelity and Aviva. These firms meet quarterly to exchange ideas, challenges, and innovations related to the development and adoption of AI in financial advice and wealth management.	**Transforming Hiring and Development Through Data-Led Insights** *Chris Wimshurst & Lee McQueen (Apprentice winner 2008), Phoenix 51* Learn about building a platform that transforms how organisations hire and develop talent. Phoenix51 is a technology business that enables companies to implement a distinct, data-led methodology grounded in competencies, values, and behaviours. By focusing on individuals strengths, how they think, adapt, and take action, Phoenix51 provides organisations with deep insights into human potential.

14:45 - 15:15 **Break and networking**

15:15 **CFP celebration**

15:30 - 16:15 **From Instinct to Insight: The AI Powered Advisor**

Symon Garfield, Director, Capital Markets AI & Digital Strategy, Microsoft

AI is redefining the role of financial professionals – shifting them from instinct-led decision-makers to insight-driven advisors. In this session, Symon Garfield explores how generative and agentic AI are transforming client engagement, automating judgment-heavy tasks, and enabling more personalized, proactive advice. With real-world examples, he'll show how advisors can harness AI to focus on what matters most and deliver greater value at scale.

16:15 - 17:15 **Building a company**

Keith Butten CFP™ Chartered FCSI (Financial Planning), boosst

In this engaging and interactive session, attendees will have the opportunity to vote on a range of topics for Keith Butten to explore in-depth. Delving into the experiences that have driven success for boosst, offering an 'under the bonnet' insight to what the boosst version of 'great' entails.

This session provides a unique opportunity to gain valuable insights from Keith's career and Financial Planning experience, with practical takeaways that attendees can apply to their own professional practices.

19:00 - 00:00 **Awards Gala Dinner**

3 October: Day 2

08:45 **Registration open**

09:00 **Opening words**

09:10 - 10:10 **Connected, Compelling and Credible**

Lee Warren, Writer, Speaker and Presentation Expert

In today's fast-paced business environment, the ability to communicate with credibility, influence, and impact is essential. This session will provide practical techniques to help you engage more effectively with colleagues and clients, ensuring your message is both memorable and persuasive. Attendees will leave with actionable insights they can immediately apply—delivered in a dynamic and engaging format that makes learning both effective and enjoyable.

10.15 -11.10

Stream 1 (Hanover Suite)

It's not about you, it's about them

Sara Grillo, Marketing Consultant

This keynote will transform how financial advisors use social media by shifting the focus from transactional tactics to building meaningful, long-term relationships. You'll discover how to create a genuine online community, understand how algorithms impact your reach, and learn effective strategies for posting and messaging that lead to real, lasting connections. It also highlights key pitfalls to avoid and practical techniques to increase your impact both online and offline.

Stream 2 (Beaumont Room)

Scaling your business: balancing growth and capacity

David Jones and Sarah Stacy, Dimensional

How do leading financial planning firms navigate the complexities of scaling their practices? In this session, Dimensional will explore ideas on how to balance the desire to grow clients, assets and revenue with the inevitable resource constraints and pressures of running a business. Drawing on data from Dimensional's Global Advisor Study, this will be an excellent opportunity to hear how others have mastered the delicate balance of growth and capacity.

Stream 3 (Tudor Room)

Learnings from a vulnerable client case study

Hazel Carter, author, speaker and campaigner

Over the past few years, Hazel has faced significant challenges – first when her husband was diagnosed with motor neurone disease (MND) and later after his passing. The role of financial planning was critical during these difficult times. The support of a financial planner provided essential guidance, offering peace of mind and helping to alleviate some of the burdens of uncertainty. Through this experience, important learnings emerged about working with vulnerable clients. The ability to offer clear, compassionate financial advice during a crisis can make a profound difference in helping individuals regain control and confidence.

11.10-11.30 **Refreshments and networking**

11:30 - 12:25

Stream 1 (Hanover Suite)

Questions you have always wanted to ask the FCA

Chair: Philippa Hann, Paradigm Norton, Panel: Mel Holman, CFP™ Chartered FCSI (Financial Planning), Compliance and Training Solutions & Kate Tuckley, Financial Conduct Authority

The audience have the opportunity to submit questions in advance to our expert panel. This interactive discussion offers financial planners a unique opportunity to engage directly with regulators and industry specialists on the issues that matter most.

In this session, pre-submitted questions from attendees will shape the conversation, allowing for a focused and practical dialogue on current regulatory challenges, compliance expectations, and emerging trends within the financial planning landscape. Whether your concerns relate to Consumer Duty, supervision priorities, record-keeping, or evolving compliance standards, this session aims to provide clarity and actionable insight.

Stream 2 (Beaumont Room)

The foundation of judgment, relationships and wellbeing

Bill Furlong, Mary Crossan, Corey Crossan Leader Character Associates Inc

The participants will learn the fundamentals of Leader Character and how it can be applied to themselves and their organisations. In the first segment participants will learn what Leader Character is (and is not) and why it matters so much to you, your employees and relationships. Participants will be provided with an overview of the Leader Character Framework making use of short interactive exercises and discussion, practical advice, and approaches to applying Leader Character to their personal and professional life, leading to better performance and well-being.

12:25 - 13:10 **Lunch and networking**

13:10 - 13:55	Stream 1 (Hanover Suite)	Stream 2 (Beaumont Room)	Stream 3 (Tudor Room)
	From Startup to $5 Billion: The Cameron Passmore Playbook *Justin King CFP™ Chartered FCSI (Financial Planning) MFP Wealth Management (UK) and Cameron Passmore of PWL Capital (Canada)* How do you turn a small start-up into an employee-owned, $5 billion advisory firm – and sell it on your terms? In this bar room chat, Cameron Passmore shares how he helped transform PWL Capital from founder-led to a thriving, partner-owned business with a 100-year succession plan, and why that culture of ownership was key to scaling and securing the right buyer. Packed with hard-won lessons on growth, leadership, and exit strategy, this is a rare behind-the-scenes look at building value that lasts.	**Unlocking the power of EIS & SEIS - tax planning, diversification and estate planning strategies** *Panel chaired by Andrew Elson CFP™ Chartered FCSI (Financial Planning), Berry & Oak* *Olivia Drinnan, Haatch* *James D'mello, Fuel Ventures* *John Oliver, Puma Investments* Enterprise Investment Schemes (EIS) Seed Enterprise Investment Schemes (SEIS) Venture Capital Trusts (VCT) and Business Relief (BR) offer a compelling combination of tax reliefs and investment potential, yet they remain underutilised or misunderstood by many advisers. This expert panel session will explore how tax-efficient investments can be used effectively across a range of planning scenarios: mitigating Income and Capital Gains Tax, accessing Business Relief for estate planning, and introducing alternative investments to diversify client portfolios. With contributions from leading providers and practical insights into suitability, risks, and regulatory developments, attendees will leave with greater clarity and confidence in integrating tax-efficient investments into client strategies.	**Retirement income strategies** *Ben Edwards, Albion Strategic Consulting* Dealing with the issue of providing a sufficient income to oneself in retirement is a challenge every individual faces. Advisers have to help clients navigate markets using strategies to help clients receive the income they need to meet their spending goals. We would cover the landscape of challenges and sensible ways to overcome them.

14:00 - 14:45 **The paradox of adviser consolidation — Oxford-style debate**

Abraham Okusanya CFP APP Chartered MCSI, CEO, Timeline

vs Anthony Carty, Managing Director, Clifton Asset Management

Consolidation is sweeping through the UK adviser market - but is bigger really better? In this Oxford-style debate, two industry heavyweights will clash over the future of advice. On one side, the promise of scale, efficiency, and growth through consolidation. On the other, the rise of entrepreneurial breakaways, challenging whether consolidation truly delivers better outcomes for clients or firms.

Expect sharp arguments, big questions, and a few sparks as Abraham and Anthony go head-to-head on one of the most pressing issues in advice today.

14:45 - 15:45 **Navigating change and uncertainty - what you need to do**

Rupal Patel, Ex CIA, CEO, The Global Leadership Lab

Drawing on her background and insights as a former CIA analyst and 2x Founder and CEO, will explore how embracing uncertainty can be a strategic advantage in today's unpredictable business landscape. In this candid session, she'll share practical approaches for navigating effectively with incomplete information, making confident decisions under pressure, and leading through ambiguity—essential skills for navigating today's volatile business environment.

15:45 **Closing words**

15:55 **Conference close**