



3PM

THIRD PARTY MARKETERS ASSOCIATION

**2018 Annual Conference
Differentiating to Win
Marketing & Sales in the Current Environment
Chicago, IL
April 18-19, 2018**

The Westin Chicago Northwest



Location:

The Westin Chicago Northwest
400 Park Blvd
Itasca, IL 60143
630.773.400

Agenda

As of March 2, 2018 – subject to change

The annual conference is designed to meet the needs of outsourced sales and marketing professionals and money managers alike. At 3PM, we acknowledge the massive amount of change that is occurring in our industry each day. The 2018 3PM Annual Conference embraces that change in " Differentiating to Win: Marketing & Sales In the Current Environment". The conference serves as a casual and intimate environment perfect for networking and knowledge building. Combining structured thought-provoking panels and free-flowing networking sessions, attendees can expect to discuss various marketing, sales, regulatory and investment trends that present challenges and opportunities for our industry in the year ahead. Here are a few agenda topics:

Wednesday, April 18, 2018

9:00 am – 5:00 pm Registration Open - Atrium

Sponsored by: [Ultimus Fund Solutions](#)



9:00 am — 5:00 pm Sponsor Tables Open

Visit our Sponsors throughout the conference. We are pleased to offer our members access to some of the industry's most prominent vendors.

Sponsor Trivia - Want to win an iPad*?

Visit our sponsors, complete your trivia card, and be entered to win! The drawing will be held during the closing remarks on Day 2. You must be present to win. Please submit all sponsor trivia cards at the registration desk prior to the closing remarks for a chance to win.

*If there is a subscription required, the winner will be responsible for the cost of that subscription.

Pre-Conference Session

10:00 – 12:00 am Manager Exchange LIVE! ----- NEW in 2018 -----

This event will give managers the opportunity to take the podium; to present their capabilities in front of a dedicated audience of highly experienced, industry leading third party marketing firms. These firms will complete an active, real time and written assessment about your presentation—what works and what doesn't, factors to consider and opportunities to pursue based on what they hear. You will receive notes from these industry experts, the inside scope and the real deal about what you are offering and what steps you should consider to improve your chances of success. Perhaps, along the way, you'll also meet a marketing resource or two that could be instrumental in taking you to the next step.

This program will be limited to 20 managers, each will be given a full 10 minutes to present. Everyone will receive written feedback from senior professionals from several prominent outsourced marketing organizations. Additional Fees apply.

Conference Begins

1:00 pm – 1:15 pm Welcome and Opening Remarks

Sandra Powers – 3PM President

1:15 pm - 2:15 pm

Due Diligence: Fundamentals, Best Practices and Hot Topics:

An interactive discussion with industry third-party due diligence providers who will provide information on the fundamentals of due diligence, best practices employed when conducting due diligence as well as due diligence topics that are on the minds of regulators and investors.

Speaker: Brian Mick, Mick & Associates and TBD

Moderator: Brian Fitzgibbon—Fitzgibbon & Toigo & Co. LLC

2:30 pm - 3:30 pm

Investor Trends

Listen to industry experts talk about areas of focus and investor trends across traditional long only, alternative and emerging manager market segments.

Panelists: Karim Ahamed – Partner, HPM Partners, Kelly Chesney – Principal, Pluscios Management LLC, Aaron Dirlam -CIO of Springtide Partners, Scott Nance – Head of Business Development, Impact Assets, Patrick Silvestri – CIO, Attucks Asset Management.

Moderator: Sandra Powers –CEO of ARK Global LLC

3:30 pm – 4:00 pm

Break with Exhibitors

4:00 pm – 5:00 pm

Efficient Technology Solutions to Maximize Your Marketing in 2018

Are you interested in figuring out how to make marketing and sales easier and more cost efficient through technology? Learn more about various technology options, how they work and how to integrate them cost efficiently into your marketing efforts.

Speakers: Claritysoft - Mark Fleagle and TBD

Moderator: Stacy Havener –Founder Havener Capital Partners.

5:00 pm

Day 1 Wrap Up

Sandra Powers – 3PM President

5:15 pm – 6:15

New to 3PM Meet & Greet

Come and meet with the 3PM Board – an opportunity for new 3PM members and 1st time conference attendees to ask direct questions, understand the value proposition of 3PM, and to network with the board.

Sandra Powers – 3PM President, CEO of ARK Global LLC

Donna DiMaria—Chairman of the Board and Regulatory Chair,

CEO of Tessera Capital Partners, LLC

Stacy Havener—Sponsorship and Partnerships Co-Chair, CEO of Havener Capital

Trisha Sandoz – Sponsorships and Partnerships Co-Chair, Founder IMSS, LLC

Ken Rogers—Treasurer, Partner, Arrow Partners

Frank Minard—Strategy Chair, Managing Partner, XT Capital

Brian Fitzgibbon—Membership Chair, Partner, Fitzgibbon & Toigo & Co. LLC

6:30 pm – 9:30 pm

Networking Cocktail Reception and Dinner at the Lakeside Pavilion

Please join us for lively conversation, some 3PM acknowledgements and words of wisdom from the board, and the opportunity to actively network with peers.



Thursday, October 19, 2017

8:00 am – 8:45 am

Continental Breakfast

8:45 am – 9:00 am

Opening Remarks

Sandra Powers – 3PM President

9:00 am – 10:00 am Differentiating Investment Managers Through Marketing

The number of investment managers seeking AUM is a constantly growing universe, all with their own story and value proposition. How do you differentiate your investment management capabilities from the crowd? Learn what tools you can use and what positioning matters most from our esteemed panelists:

Panelists: Dan Quinn - Founder, DQ Communications, Trisha Sandoz – Founder and President, Investment Management Support Solutions, LLC

Moderator: Arrow Partners

10:00 am — 10:30 am Morning Break with Exhibitors

10:30 am – 11:30 am Regulatory & Marketing: The New Normal

The Regulatory environment continues to provide new challenges to investment management marketing and sales efforts with numerous regulatory changes underway as we enter 2018. Industry experts who know the outsourced marketing space will provide invaluable insight into the regulatory expectations and requirements of compliant firms. Whether you are registered as a BD, an RIA, or are affiliated with the same, whether you fall under FINRA, the MSRB or your state regulators, the market intelligence provided will be critical to remaining on the front line of regulatory expectations as we move into 2018.

Panelists: Susan Bryant – Counsel , Lisa Roth – President, Monahan & Roth

Moderator: Donna DiMaria –Tessera Capital Partners, LLC

11:30 am – 12:00 pm 3PM At Work

Members of the Board of Directors will be on hand to discuss the many member benefits 3PM provides to its member. Utilizing any of these perks will help members save money and run their businesses more effectively. Taking advantage of events and programs like Manager Exchange can result in direct leads and opportunities. Expect to be wowed by how much you could be saving and taking advantage of!

Sandra Powers – 3PM President, CEO of ARK Global LLC

*Donna DiMaria—Chairman of the Board and Regulatory Chair,
CEO of Tessera Capital Partners, LLC*
Stacy Havener—Sponsorship and Partnerships Co-Chair, CEO of Havener Capital
Trisha Sandoz – Sponsorships and Partnerships Co-Chair, Founder IMSS, LLC
Ken Rogers—Treasurer, Partner, Arrow Partners
Frank Minard—Strategy Chair, Managing Partner, XT Capital
Brian Fitzgibbon—Membership Chair, Partner, Fitzgibbon & Toigo & Co. LLC

12:00 pm – 1:00 pm **Lunch:** Have you found a new client or opportunity yet at the conference? Join us for a lunch to meet some additional resources and take advantage of this unique forum. Participants can also listen to our guest lunch presenter who will discuss:

The State of the 3PM industry

With the assistance of 3PM, FUSE Research put together a follow-up to the Survey they conducted and presented on the Third-Party Marketing arena at the 2016 Annual Conference. The survey which will be sent to 3PM, asks questions which reflects the current trends in our industry. During the luncheon presentation, Neil Bathon from FUSE Research will share the results of the survey and discuss what they mean for our industry.



Presented by: Neil Bathon - FUSE Research

1:00 pm – 2:00 pm **Marketing Active Managers in the Current Market Environment**

Active managers have experienced significant outflows in the past 3 -5 years as they have struggled to add value and justify their fee structures. The persistence of this trend has led to the closure of several large investment shops and Mutual Fund. While this trend is predicted to reverse, in the interim how can managers survive these headwinds and stay in business until active management once again comes back in to favor? Panelist will discuss the current trends in the market, the long-term benefits of active management and give attendees a marketing road-map to help them navigate the bumpy roads ahead.

Panelists: Robert Huebscher, CEO - Advisor Perspectives

Moderator: Frank Minard—Strategy Chair, Managing Partner, XT Capital

2:00 pm – 2:45 pm **Idea Share—A Marketing and Manager Series**

Due to the success of this session at past events, Idea Share (previously referred to as *Speed Dialogue*) is back by popular demand. During this session, attendees will be presented with a series of challenges and/or issues that any firm is likely to encounter throughout their tenure in this business. Attendees will be given a limited amount of time to discuss each topic with a small group of their peers and hear differing opinions on how to handle these real life situations. To keep things interesting each group will be shifted around after each issue is presented and discussed. The goal of this session is to give attendees an opportunity to meet as many firms as possible and hopefully come away with some new contacts and best practices. Because of the limited time allotted to each discussion group, there will be no time for introductions. As such, each attendee should come with a stack of business cards to give to the other firms they meet.

Moderator: Sandra Powers – 3PM President, Founder ARK Global

3:00 pm – 3:30 pm Afternoon Break with Exhibitors

3:30 pm – 4:30 pm The State of the Industry: The Outlook for Alternative Investments

Curious what is really happening within our industry? This session will provide a lively review of the current alternative market place and focus on the outlook for a variety of products in the alternative arena. Discussions will focus on areas of opportunity for private equity, venture capital, hedge funds, real estate, infrastructure, private debt and natural resources

Speaker: Leopold Peavy – Head of Investor Products, Preqin

4:30 pm – 4:45 pm Conference Wrap-Up

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