



Getting it right! A Discussion on Effective Risk-Profiling of Clients

Date: April 11, 2017
Time: 12:00 PM – 2:00 PM
Location: National Club - Main Dining Room
[303 Bay Street](#)
[Toronto, ON](#)
[M5H 2R1](#)

OVERVIEW

This panel discussion will focus on the practical and subjective elements of determining a client's risk profile, one of the greatest challenges faced by portfolio managers. Getting the risk profile right is the foundation for establishing investment suitability, a critical component in client success and ensuring regulatory compliance. However, getting it right is not a simple process and requires overcoming many hurdles. This discussion will address techniques for dealing with obstacles presented by both clients and managers and help to develop an effective process to properly understand each client.

COMMITTEE Private Wealth

LEVEL Intermediate

TOPICS INCLUDE

- Opening the discussion of client expectations, needs, and returns.
- How to recognize and mitigate behavioural biases on the part of clients and managers.
- Effectively communicating risk/return outcomes.
- An understanding of the strengths and weaknesses of questionnaires in assessing the client's capacity to handle risk. Tips and tools for using questionnaires appropriately.
- Guidelines and processes for conducting interviews, with emphasis on avoiding biases driving consistency through the organization.
- Documenting the details to create an appropriate investment policy statement.

LEARNING OUTCOMES

- Creating effective client risk profiles and establishing investment suitability
- Ideas on how to combine both the financial and emotional elements of assessing risk tolerance
- Processes to ensure consistent risk profiling across a firm

WHO SHOULD ATTEND

This is designed for anyone responsible for completing or supervising suitability assessments, including, client-facing portfolio managers, dealing representatives, compliance personnel as well as managers and supervisors.



SPEAKERS:

Don Cranston, MBA

Founder and Portfolio Manager

CGOV Asset Management

Don is one of the founders of CGOV Asset Management and currently chairs the CGOV Asset Management Board. Don is responsible for managing investment portfolios on behalf of private and institutional clients. Don earned his undergraduate and MBA degrees from Queen's University. Following his education at Queen's, Don worked at Andersen Consulting as a Management Consultant. Don started his investment career at Burns Fry Limited and Coleford Investment Management Ltd. He has over 30 years of investment industry experience. Don is the Past-Chairman of the Portfolio Management Association of Canada. He currently is on the Boards of The CGOV Foundation and The Friends of Fort York. He is a member of the Investment Committee of the Anglican Foundation of Canada, and is currently the Honorary Lieutenant-Colonel of the Royal Hamilton Light Infantry.

Philip Doyle, CFA

Investment Counsellor

Burgundy Asset Management Ltd.

Philip joined Burgundy Asset Management Ltd. in 2014 to focus on relationship management and business development with private clients, endowments and foundations. Before joining Burgundy, Philip was a Principal in the Asset & Risk Management practice at Morneau Shepell, advising pension plans, endowments and other institutional clients on their investment activities. Philip has also held investment and management roles at Artemis Investment Management, Citi Private Bank and CIBC Wealth Management. Philip is a CFA charter holder and has degrees in philosophy, social sciences and economics from the University of Toronto and University of Oxford.

Brad Simpson, CIM, FCSI

Chief Wealth Strategist

TD Wealth

Brad Simpson brings over twenty five years of experience in asset management to his role of Chief Wealth Strategist at TD Private Wealth Management. Brad is a member of the TD Wealth Asset Allocation Committee and Chairs the Private Wealth Management Implementation and Investment Management Committees. Considered one of Canada's thought leaders on portfolio construction, Brad brings a wealth of experience to his role including, Chief Hedge Fund Strategist at Picton Mahoney Asset Management and Chief Investment Officer and President at Wellington West Asset Management. Brad began his career at RBC Wealth Management where he was a portfolio manager and investment strategist. Brad holds a BA in History from University of Victoria and is a Chartered Investment Manager and a Fellow of the Canadian Securities Institute.

Registration:

	Early Bird Pricing Before 03/28/2017	Regular Price
Members	\$50	\$60
Non-Members	\$70	\$80



CFA Institute Activity

This program qualifies for credit under the guidelines for the [CFA Institute Continuing Education Program](#)

Other Information

Eligible for 1 CFA Institute CE credit hours

May be eligible for CE credits to maintain CFP® certification

Information on withdrawals, cancellations, and/or refunds can be found [here](#).

By registering for this event you are acknowledging that you have read our [Policies](#).