

WHY YOU SHOULD ATTEND CMSF 2017



AIST's flagship event, the Conference of Major Superannuation Funds (CMSF), is the premier idea sharing and networking event for Australia's \$700 billion not-for-profit superannuation sector and attracts the most prestigious and high level speakers both in and out of the super sector from government to industry.

Held at the Gold Coast Convention and Exhibition Centre from Wednesday 22 – Friday 24 March 2017, the CMSF conference program is stimulating, informative and tackles the big issues across investments, policy, governance, marketing, communications, insurance, compliance, trustee director issues, administration and business development.

PROFESSIONAL DEVELOPMENT

Over three days, delegates will be immersed in the most topical subjects in superannuation and will walk away with the tools, tips and information to tailor effective strategies for their fund whilst gaining a better understanding of the current industry trends.

CMSF 2017 will focus on content that brings you thought leadership and practical insights on topics covering your industry, your members and yourself.

My Industry – Discover the macro issues and trends that are impacting the structure of superannuation and debate the collective

opportunities in sessions designed to enhance the not-for-profit super industry.

My Members – Delivering a leading and frictionless member experience is a key pillar of your strategic plans. These sessions will showcase new thinking and practical tips from experts on how to maximise your member experience and engagement strategies.

My Self – Build on your own personal development through a range of sessions which will challenge your thinking, increase your professional capability and grow your personal skills.

DEDICATED NETWORKING OPPORTUNITIES

CMSF attracts over 1,000 delegates across all facets of the superannuation industry each year. This includes fund trustee directors, executive managers, operational staff, representatives from government & regulators, service providers and various media outlets.

The conference program is also designed to deliver longer breaks in between sessions, dedicated meetings spots around the venue and other social events such as the CMSF Charity Golf Day, Welcome Reception and the official Conference Dinner to increase your opportunities to meet as many delegates as possible.

DISCOVER OVER 30 EXHIBITORS AT CMSF CENTRAL

CMSF Central provides the pathway for all delegates to connect with leading companies such as J.P. Morgan, State Street, ME, TAL, Sitecore, BoardPad, Commlnsure and many more.

Our FinTech Alley will showcase the latest financial technology start-ups primed to enhance your member's experience with your fund and simplify your back-of-house processes.

Take part in live demos, grab some giveaways and see how our exhibitors can provide solutions for your fund.





CONFIRMED 2017 SPEAKERS INCLUDE:

Christy Karamzalis and Jonathan Roberts

Innovation

Driverless cars and robots replacing humans... is this the future? Christy Karamzalis from Google, and Jonathan Roberts from QUT will give funds an insight into where the changes and impacts on the industries of tomorrow will occur and what funds need to consider when it comes to future investment considerations in a changing world.



Damon A. Silvers

Capital stewardship

As the director of policy for the American Federation of Labor - Congress of Industrial Organizations (AFL-CIO), Damon Silvers understands what makes a good capital steward and the role unions play in representing active and retired workers. Damon will share an international perspective on what it takes to be a good capital steward and how to engage in dialogue with other organisations and 'forces' for long term orientated policies in the best interests of members.

Julie Fedele and Lenaig Musson

Design led thinking

What does it really mean and how are organisations employing it to drive better strategic and customer outcomes? Julie Fedele, Bupa and Lenaig Musson, Australia Post will demonstrate how and why design thinking is a critical part of their organisations.



Arun Abey

Behavioural economics

Do you know how your members make financial decisions? Does this impact on how you communicate and engage with them? These questions can really help shape the future of retention in your fund. Arun Abey, co-founder of Walsh Bay Partners and a consultant on strategy, combines the latest behavioural research with compelling stories of those who have found meaning beyond their bank accounts, including Warren Buffet and Steve Jobs, to help you better understand super fund members thinking when it comes to managing and spending their money.

Dr. Sally Auld

Global markets

Join J.P. Morgan's chief economist, Dr Sally Auld, as she shares her views on global capital markets including the key risks driving volatility in 2017 and strategies to better manage geopolitical risk.





NEED TO CONVINCING THE BOSS?

Copy the letter below straight into an email and fill in the gaps to best suit your role and learning objectives.

Dear **[Manager]**,

I would like to ask your approval to attend AIST's Conference of Major Superannuation Funds (CMSF) held on the Gold Coast from Wednesday 22 – Friday 24 March, 2017.

Now in its 27th year, this event is one of the only superannuation conferences in Australia that is tailored for not-for-profit super funds and will cover a range of topics that will be imperative to the growth of **[your company name]** such as fund investing, leadership & governance, member services & marketing and operations.

CMSF 2017 promises to be an event that is focused on providing meaningful content that is all about improving the skills and knowledge of professionals in the superannuation industry.

Sessions that I will benefit from at CMSF 2017 include:

- The not-for-profit super collective – where to now?
- Disruptors and game changers – the industries that will impact funds and members
- Beyond great member experience – evolving skills needed for business development managers
- Strategic planning – why building a responsive strategic plan is the 'new black'
- Investment strategy – reviewing your investment strategy in a low return world

[Add any additional sessions specific to your role and learning needs]

As this event is attended by leading superannuation funds and service providers, I will also have the opportunity to network with like minded individuals and look for partnership opportunities to help further our business.

I have also included an approximate breakdown of my participation at CMSF 2017 below:

- Airfare: \$
- Hotel: \$
- Conference registration: \$
- Miscellaneous (Meals/Taxi): \$

Thank you in advance for your consideration of my request, I'll be sure to provide a post-conference report on the key learnings and recommendations to maximise our return on the investment.

Kind regards,

[Your Name]