

SOCIAL MEDIA & DIGITAL MARKETING SEMINAR

FEBRUARY 23, 2017

CHARLES SCHWAB CONFERENCE CENTER, SAN FRANCISCO, CA

Program

08:15am - 05:00pm **REGISTRATION HOURS**

08:15am - 09:00am **NETWORKING BREAKFAST**

Sponsored By: **Proofpoint**

09:00am - 09:05am **WELCOME AND OPENING COMMENTS**



John Maurello
Managing Director, Private Client Group
SIFMA

09:05am - 09:30am **THE FUTURE OF SOCIAL, MOBILE, AND DIGITAL ADVICE: WHAT WE HAVE ACCOMPLISHED AND WHERE WE ARE GOING**



Clara Shih
CEO and Co-Founder
Hearsay Systems

09:30am - 10:30am **TRENDS FROM THE LEADERS: MOBILE, MESSAGING, AND BEYOND**

These social media and digital marketing experts will discuss the current and future trends in the industry. Topics will include the increased usage of mobile, the proliferation of messaging, the evolution of live and immersive content, and new capabilities that will drive growth.

Moderator:



Steven M. Samuels
Managing Director, Advisor Programs & Strategy Integration
Merrill Lynch Wealth Management

Panelists:



Moniza Masud
Account Manager, Financial Services
Twitter Inc.



Scott Shapiro
Senior Client Partner
Facebook



Menaka S. Thillaiampalam
Senior Manager, Head of North America Marketing
LinkedIn Marketing Solutions
Financial Services

10:30am - 10:45am

NETWORKING BREAK

10:45am - 11:05am

DRIVING GROWTH, TRUST, AND LOYALTY IN THE AGE OF SOCIAL MEDIA

Lisa Hunt will discuss the need for an integrated social media strategy, at both the corporate and FA level. She will also address how social media is changing marketing, branding, and communications, thus, driving a paradigm shift in client/brand trust and loyalty.



Lisa Kidd Hunt
Executive Vice President, International Services & Special Business Unit
Charles Schwab & Co., Inc.

11:05am - 12:05pm

REGULATION UNRAVELED

These regulatory experts will address federal developments from the SEC, FINRA, and FTC and will discuss the current and future trends in social media regulation.

Moderator:



Barbara A. Stettner
Managing Partner
Allen & Overy

Panelists:



Melissa Callison
*Global Marketing and Corporate Affairs
Compliance Executive*
Bank of America Merrill Lynch



Marc Gilman
Executive Director, Legal Enterprise
Morgan Stanley



Robert Innes
*Vice President and Associate General
Counsel*
Charles Schwab & Co., Inc.



Thomas M. Selman
*Executive Vice President, Regulatory
Policy and Legal Compliance Officer*
FINRA



Eligible for 1 CLE Credit hour.

12:05pm - 01:15pm

NETWORKING LUNCH

Sponsored By: **Allen & Overy LLP**

01:15pm - 01:40pm

ENABLING THE BIONIC ADVISOR - THE POWER OF BETTER CONNECTIONS THROUGH COGNITIVE MARKETING



Sharon Greener
Vice President of Sales
Broadridge Financial Solutions, Inc.

01:40pm - 02:40pm

A VIEW FROM THE FIELD: HOW TOP ADVISORS ARE LEVERAGING SOCIAL AND DIGITAL TOOLS TO TARGET, ATTRACT, AND SERVE CLIENTS

This panel of experienced financial advisors will discuss some of their most successful social media and digital marketing strategies for enhancing communication with clients and prospects.

Moderator:



Michael White
Chief Marketing Officer
Raymond James & Associates

Panelists:



Misty Farukh, CFP™
Associate Vice President, Investments
Raymond James & Associates



Peter S. Izzo, CFP™, CRPC
Senior Vice President-Wealth Management
Merrill Lynch Wealth Management



Erin Sinclair
Financial Advisor
Edward Jones



Roger P. Whitney, CFP™, CIMA, CPWA, AIF
Partner
WWK Wealth Advisors
LPL Financial

02:40pm - 03:00pm

USING DIGITAL TECHNOLOGIES TO PROTECT AND EDUCATE INVESTORS



M. Owen Donley III
Chief Counsel, Office of Investor Education and Advocacy
U.S. Securities and Exchange Commission

03:00pm - 03:15pm

NETWORKING BREAK

03:15pm - 04:00pm

CYBER RISK TRENDS IN SOCIAL MEDIA: HOW FIRMS CAN IDENTIFY AND MITIGATE THEIR RISK AND PROTECT CLIENTS AGAINST CYBER THREATS, FRAUD, AND DATA LOSS WITH A FOCUS ON BEST PRACTICES AND SECURITY TECHNOLOGY

Moderator:



Greg Ruppert
Senior Vice President, Chief, Financial Crimes Investigations Group
Charles Schwab & Co., Inc.

Panelists:



Dan Nadir
VP of Product Management
Proofpoint



Malcolm (MK) Palmore
Assistant Special Agent in Charge
Federal Bureau of Investigation - San Francisco



Patrick A. Westerhaus
Director, Cyber Crime Intelligent Unit (CCIU) of Enterprise Information Security (EIS)
Wells Fargo & Company

04:00pm - 04:45pm

CONTENT IS KEY: CREATING AND DISTRIBUTING A CONTENT DRIVEN STRATEGY ACROSS MULTIPLE PLATFORMS

These top marketing executives will discuss how they develop, curate, and deliver effective content to their clients across many different platforms. Panelists will address the importance of relevant and personalized content to enhance user experience and drive brand engagement.

Moderator:



Melisa A. Schilling
Vice President, Digital Marketing Manager, Wealth and Investment Management Social Media
Wells Fargo

Panelists:



Tami Dorsey
Managing Director of Brand Journalism
Charles Schwab & Co., Inc.



Sarah C. Gosler
Senior Vice President & Head of Marketing
Wedbush Securities
Chief Marketing Officer
Lime Brokerage, LLC



Amy McIlwain
Global Industry Principal
Hootsuite



Lisa F. Turley
Senior Vice President, Advisor Marketing
Raymond James Marketing

04:45pm - 04:50pm

CLOSING REMARKS



Melissa MacGregor
Managing Director and Associate General Counsel
SIFMA

04:50pm - 06:15pm

NETWORKING RECEPTION

Sponsored By: **Hootsuite Media Inc.**