



SOCIAL MEDIA & DIGITAL MARKETING SEMINAR

FEBRUARY 22, 2018
CHARLES SCHWAB CONFERENCE CENTER, SAN FRANCISCO, CA

PROGRAM

Thursday
 February 22, 2018

8:00AM - 4:45PM	Registration Desk Hours	
8:00AM - 8:40AM	Networking Breakfast Sponsored by Proofpoint, Inc.	
8:40AM - 8:45AM	Welcome and Opening Remarks	<p>SPEAKER</p>  <p>John Maurello Managing Director, Private Client Group SIFMA Biography</p>
8:45AM - 9:15AM	The Future of Social, Mobile, and Digital Advice: What We Have Accomplished and Where We Are Going	<p>SPEAKER</p>  <p>Clara Shih CEO and Founder Hearsay Systems Biography</p>
9:15AM - 10:15AM	How Will New Social Media Trends Influence the Future of Our Industry? A Conversation with Leaders from Silicon Valley These social media and digital marketing executives will discuss current and future trends for our industry. We will preview new capabilities that will drive future client satisfaction and acquisition.	<p>MODERATOR</p>  <p>Steven M. Samuels Managing Director, Head of FA Programs, Recognition and Strategy Integration Merrill Lynch Wealth Management Biography</p> <p>PANELISTS</p>  <p>Ken Johnston Industry Manager, Financial Services Facebook, Inc. Biography</p>  <p>Erick D. McAfee Senior Client Partner Twitter Inc. Biography</p>  <p>Menaka S. Thillaiampalam Senior Manager, Head of North America Marketing LinkedIn Marketing Solutions Financial Services Biography</p>

10:15AM – 10:30AM

Networking Break

10:30AM – 10:50AM

Growth, Trust, and Loyalty in a Hyper-distracted World

SPEAKER



Lisa Kidd Hunt
Executive Vice President, Business Initiatives
[Charles Schwab & Co., Inc.](#)
[Biography](#)

10:50AM – 11:50AM

Compliance Questions and Challenges

Understand the applicable regulatory requirements for social media and digital marketing in the financial services industry. Federal, state and SRO rules limit financial advisers' social media social media use for business purposes. This panel will outline strategies your firm should take to comply with



these regulations while still maintaining a robust social media presence.

MODERATOR



W. Hardy Callcott
Partner
[Sidley Austin LLP](#)
[Biography](#)

PANELISTS



Christopher Fernandes
Director of Legal
[Hearsay Systems](#)
[Biography](#)



Robert Innes
Vice President and Associate General Counsel
[Charles Schwab & Co., Inc.](#)
[Biography](#)



Thomas M. Selman
Executive Vice President, Regulatory Policy and Legal Compliance Officer
[FINRA](#)
[Biography](#)



Nubiaa Shabaka
Global Head of Cybersecurity and Information Security Legal and North America Head of Privacy and Data Protection Legal
[Morgan Stanley](#)
[Biography](#)

11:50AM – 12:50PM

Networking Lunch

Sponsored by [Yext](#)

1:00PM – 2:00PM

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



Richard J. Franchella
Managing Director and Complex Manager
[Morgan Stanley](#)
[Biography](#)

PANELISTS



Jacob M. Dunn
Senior Vice President, Private Wealth Advisor
[Merrill Lynch Private Banking & Investment Group](#)
[Biography](#)



Kristy McGee
Senior Vice President, Investments
[Heritage Group, Raymond James](#)
[Biography](#)



Deanna Quintanilla
Vice President - Investment Officer
[Wells Fargo Advisors LLC](#)
[Biography](#)



David S. Tam
Financial Advisor
[Edward D. Jones & Co., L.P.](#)
[Biography](#)

2:00PM - 2:55PM

— **FinTech in Private Wealth Management – A Look Ahead**

MODERATOR



Stephen D. Gresham
Author
[The New Advisor for Life](#)
[Biography](#)

PANELISTS



Adam Brown
Executive Strategist
[Salesforce.com](#)
[Biography](#)



Cynthia Loh
Vice President, Digital Advice and Innovation
[Charles Schwab & Co., Inc.](#)
[Biography](#)



Sunayna Tuteja
Director of Emerging Technologies, Innovation & Strategic Partnerships
[TD Ameritrade, Inc.](#)
[Biography](#)

SPEAKER



Nitesh Kadakia
Director, Digital Innovation and Strategy
[Merrill Lynch Wealth Management](#)
[Biography](#)

2:55PM - 3:10PM

Networking Break

3:10PM - 3:25PM

— **The Importance of Secure Data Analytics and Artificial Intelligence**

We live in a data centric era where leveraging the power of data analytics and artificial intelligence are essential for future business success. Embracing these modern technologies in a secure, ethical manner can yield significant business benefits.

SPEAKER



Rick Hutley
Program Director, Professor of Practice, Analytics & Data Science, School of Engineering and Computer Science
[University of the Pacific](#)
[Biography](#)

3:25PM - 4:10PM

Cyber Risk Trends in Social Media

This panel will focus on cyber risk trends in social media, and how firms can identify and mitigate their risks and protect clients against cyber threats, fraud and data loss with a focus on best practices and security technology.

MODERATOR



Greg Ruppert
Bank Secrecy Act Officer, Senior Vice President, Corporate Risk Management
[Charles Schwab & Co., Inc.](#)
[Biography](#)

PANELISTS



Enrique M. Alvarez
Supervisory Special Agent
Federal Bureau of Investigation (FBI) - San Francisco Field Office
[Biography](#)



Dan Nadir
VP of Product Management, Proofpoint Digital Risk and Compliance
[Proofpoint, Inc.](#)
[Biography](#)



Brita Sands
Managing Director of Financial Intelligence Unit, Financial Crimes Compliance Group
[Charles Schwab & Co., Inc.](#)
[Biography](#)

4:10PM - 4:55PM

Content is Key: Creating and Distributing A Content Driven Strategy Across Multiple Platforms

MODERATOR



Lisa F. Turley
Senior Vice President, Advisor Marketing
[Raymond James Financial, Inc.](#)
[Biography](#)

PANELISTS



Chris J. Diskin
VP, Distributed Digital and Social Media Marketing
[Wells Fargo Advisors](#)
[Biography](#)



Tami Dorsey
Vice President of Brand Journalism
[Charles Schwab & Co., Inc.](#)
[Biography](#)



Jen Zimmerman
Manager, Online Solutions & Content Management
[RBC Wealth Management-U.S.](#)
[Biography](#)

4:55PM - 5:00PM

Closing Remarks

SPEAKER



Melissa MacGregor
Managing Director and Associate General Counsel
[SIFMA](#)
[Biography](#)

5:00PM - 6:15PM

Networking Reception

Sponsored by [Micro Focus](#)