

SECURITIES INDUSTRY INSTITUTE®

EXCELLENCE IN LEADERSHIP DEVELOPMENT



2020 ENROLLMENT GUIDE

MARCH 8-13, 2020

THE WHARTON SCHOOL, PHILADELPHIA, PA



INTRODUCTION

FEATURED FACULTY



JEREMY J. SIEGEL, PH.D.

*Academic Director,
Securities Industry
Institute®
Russell E. Palmer
Professor of Finance
The Wharton School*



ANNE GREENHALGH, PH.D.

*Deputy Director, Anne
and John McNulty
Leadership Program
Adjunct Professor of
Management
The Wharton School*



KATHY PEARSON, PH.D.

*President and
Founder
Enterprise Learning
Solutions*



PETER CONTI-BROWN, PH.D.

*Assistant Professor
of Legal Studies
and Business Ethics
The Wharton School*



ROCH PARAYRE, PH.D.

*Partner
Heidrick & Struggles*



PAUL TIFFANY, PH.D.

*Senior Lecturer,
Haas School of
Business University of
California, Berkeley*

TABLE OF CONTENTS

Letter from the Chair	4
About SII.....	5
Program Objectives and Benefits	6
The Curriculum.....	7
SIFMA/Wharton Certificate	8
The Faculty.....	9
Who Should Attend	10
Logistics.....	11
Enrollment Policy & Procedures	12
Registration & Important Dates	14
General Information	15
FAQ	16
About SIFMA / Wharton	18

LETTER FROM THE CHAIR

Thank you for interest in the Securities Industry Institute (“SII”). It is my privilege to serve as the Chair for the 2020 SII and an honor to introduce you to the premier leadership and management education program in our industry.

Since 1952, the Institute, in partnership with The Wharton School and the Securities Industry and Financial Markets Association (SIFMA), has led the way in providing an exceptional education experience to the best and brightest in our industry. Our program has not only stood the test of time but also survived the most tumultuous markets our industry has ever experienced. As we now enter a period of unprecedented change and transformation, SII has never been more relevant to prepare the future leadership of our industry.

The SII program will challenge you in areas of leadership, ethics, strategy, technology, finance, management, marketing, regulations and professional development. As an attendee, you will be exposed to world class faculty from Wharton and other leading universities as well as industry experts. Most importantly, SII provides you with the opportunity to interact with exemplary colleagues from across the industry, as well as with the academia and business leaders who serve as faculty. You will gain clear and valuable insight into your leadership style and how to become a more effective change agent within your organization and in the industry overall.

The SII Board of Trustees and The Wharton School is committed to develop an outstanding, premier leadership curriculum. With over 50 years of graduate testimonials to back us, we are confident SII will be one of the most valuable and rewarding experiences of your professional career. We hope to see you this March.

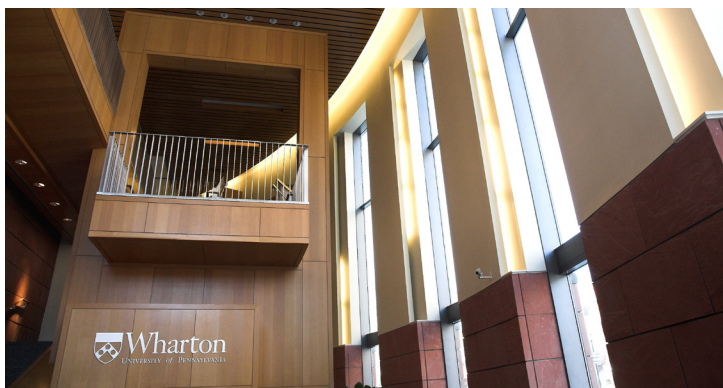


Kind regards,

A handwritten signature in black ink that reads "Joe Colaizzo". The signature is fluid and cursive, with a large, stylized "C" at the end.

Joseph Colaizzo
SII Chair

ABOUT THE SECURITIES INDUSTRY INSTITUTE



The Securities Industry Institute (SII), founded in 1952 is the premier executive development program for financial services professionals. SIFMA and The Wharton School have partnered to develop the industry's high potential, rising leaders. Held on the Wharton campus, participants meet for one week each March over three consecutive years to evolve leadership and managerial skills and enhance industry knowledge. The Institutes goal is to equip each participant with practical information, ideas, and answers applicable to their present and future responsibilities.

With the ever-changing industry landscape, the curriculum is redesigned each year under the supervision of the SII Board of Trustees. The Institute draws top professors from Wharton and other leading universities as well as industry experts to deliver an unparalleled, globally accredited faculty. With over 800 attendees annually, the Institute provides diversity of viewpoint and experience for future career development as well as networking opportunities among fellow attendees and faculty. At the conclusion of the three years, graduates are awarded a SIFMA/Wharton Certificate.

PROGRAM OBJECTIVES & BENEFITS

Program Objectives:

- Enhance working knowledge of participants in key functions of the financial services industry.
- Provide leadership viewpoints and experiences from both presenters and participants as preparation for future career development.
- Equip participants with practical information and resources useful in their present and future responsibilities.

Program Benefits:

- Access to world-class faculty from Wharton and other leading universities.
- Exposure from industry experts in the latest industry trends.
- Networking opportunities to build your network, business and perspective.
- Clear and valuable insight into your leadership style and how to become a more effective change agent.
- SIFMA/Wharton Certificate upon graduation.



THE CURRICULUM

Under the leadership of the SII's Board of Trustees and the Program's Academic Director Dr. Jeremy J. Siegel, the curriculum is designed to meet participants' needs through core and elective offerings in the three following categories:

- I. Industry
 - Regulation / Compliance / Ethics
 - Finance / Markets / Strategies
- II. Strategy and Innovation
 - Sales / Marketing
 - Technology / Operations / Productivity
- III. Leadership and Professional Development
 - Leadership / Management
 - Personal Development

A variety of session formats and teaching methods are utilized:

- General sessions
- Individual class sessions
- Small workshops
- Panel sessions
- Pre-course work
- Case studies





SIFMA/WHARTON CERTIFICATE

Participants who complete the three-consecutive-year program will earn a SIFMA/Wharton Certificate. Certificates are recognized by leading firms in the securities industry and exemplifies the participant's demonstrated abilities and commitment to higher learning in industry and investment knowledge, as well as leadership development.

Upon completion of the program participants:

- Are equipped with current strategies and developments in finance, marketing, compliance, management and technology for their present responsibilities at their organization.
- Are able to manage more effectively through various leadership techniques.
- Gain an understanding of existing and future trends in global and U.S. capital markets, regulatory initiatives and investment vehicles.



THE FACULTY

The Institute draws top professors from Wharton and other leading universities as well as business leaders and industry experts to deliver an unparalleled, globally accredited faculty. Below is a sample of 2019 faculty members:

**JONAH BERGER**

Associate Professor of Marketing
The Wharton School

**DAFNA EYLON, PH.D.**

President
Eylon Associates

**ANDREW BERNSTEIN**

President & CEO
Resilience Academy

**JEFFREY ROSENSWEIG, PH.D.**

Director, John Robson Program for Business,
Public Policy and Government
Goizueta Business School, Emory University

**CHRISTOPHER GECZY, PH.D.**

Adjunct Associate Professor of Finance
and Academic Director,
The Wharton Wealth Initiative
The Wharton School

**NICOLAJ SIGGELKOW, PH.D.**

David M. Knott
Professor of Management
The Wharton School

**BURCU ESMER, PH.D.**

Senior Research Fellow
Wharton Joshua J. Harris Alternative
Investments Program Lecturer
The Wharton School

**Yael SIVI**

Managing Partner
Collaborative Coaching, LLC

**KAREN REIVICH, PH.D.**

Director of Resilience and Positive
Psychology Training Programs
Positive Psychology Center,
University of Pennsylvania

**JULES VAN BINSBERGEN, PH.D.**

The Nippon Life Associate
Professor of Finance
The Wharton School

WHO SHOULD ATTEND SII?

Our student body is made of rising leaders from a variety of functions across the industry with varying degrees of experience and seniority. Our students have an average of 18 years experience in the financial services industry.

Qualified candidates for enrollment include:

- Director / Vice President and above
- Consistently strong performance reviews
- Have been identified as current or future leaders of their organization
- Are leaders of staff functions who can benefit from exposure to industry issues

Student Profile (by function)		Student Profile (by title)	
Operations	12%	Senior/C-Level	45%
Technology Services	11%	Vice President	22%
Accounting/Finance	6%	Director	22%
Customer/Client Services	5%	Manager	8%
Wealth Management	5%	Assistant Vice President	1%
Relationship Management	5%	Other	2%
Sales	5%		
Product Development and Support	4%		
Risk Management	4%		
Business Development	3%		
Branch Management	3%		
Communications/Marketing	3%		
Legal/Compliance/Regulation	3%		
Regional management	2%		
Other*	12%		

**Other contains less than 3% in the following areas: Project management, HR, employee relations and training, trading, product specialist, asset management, financial advisors, platform development, private banking, government relations, alternative investments, research, retirement planning, investment and portfolio management, fixed income, equity capital markets, and more.*

LOGISTICS

LOCATION AND DATES

The 2020 Securities Industry Institute will take place from Sunday, March 8 to Friday, March 13, 2020.

The Institute is conducted each year on the campus of The Wharton School at the University of Pennsylvania, located in Philadelphia, PA.

HOTEL ACCOMMODATIONS

Most of the hotels are adjacent to the Wharton campus and provide special rates for SII participants. For the hotels not adjacent, SIFMA provides buses to transport participants to and from campus.

SIFMA handles hotel reservations for all participants. Hotel accommodations are not included in the tuition, and therefore individuals are required to settle their bill before checking out. Payment information is required on the registration form to guarantee the hotel reservation.

There is a FIVE-NIGHT MINIMUM (March 8–13, 2020) stay policy at all designated SII hotels. Whether participants check in a day late or leave a day early, they will be responsible for ALL FIVE NIGHTS. Participants will be billed for ALL FIVE NIGHTS if they do not cancel their reservations by midnight on January 17, 2020, or if their stay is less than the guaranteed nights. All cancellations must be submitted in writing to SIFMA at sii@sifma.org. Cancellations made directly with the hotel will not be honored.

ORGANIZED EVENTS

Many firms organize group dinners for their participants at one of the many area restaurants and establishments. We recommend that a reservation be made far in advance. Please ensure dinners do not conflict with SII organized events.

ENROLLMENT POLICY & PROCEDURES

TUITION

Tuition fees include SII curriculum, class materials and all scheduled meals and organized events as outlined in the program. The tuition fee is an annual fee.

2020 TUITION FEES	
\$5,500	Member Rate
\$7,500	Non-Member Rate

CANCELLATIONS / SUBSTITUTIONS / EARLY DEPARTURES

- All cancellation requests must be submitted in writing to sii@sifma.org. org. Registrations will not be considered cancelled until you receive a cancellation confirmation from SIFMA.
- Payment is due by December 13, 2019. All unpaid registrations as of this deadline will be cancelled unless an approved payment extension is granted by SIFMA.
- Cancellations received between December 14, 2019 and January 31, 2020, will be subjected to a loss of 50% the tuition fee unless waived by SIFMA due to an approved firm substitution or waitlist request. Substitutions are not guaranteed, and waitlist requests may receive priority. All substitution requests must be submitted to sii@sifma.org and approved by SIFMA. If a waitlist request is fulfilled by SIFMA, the original tuition fee will be deferred to the next SII program (deferred tuition is non-transferable).
- Any cancellations after January 31, 2020 will result in a 100% loss of the tuition fee unless SIFMA is able to fulfill a waitlist request. If a waitlist request is fulfilled by SIFMA, a \$1,000 cancellation fee will be assigned to the original registration and the balance will be deferred to the next SII program (deferred tuition is non-transferable).
- Refunds will not be given for no-shows, partial attendance or early departures.

ENROLLMENT POLICY & PROCEDURES

THREE-CONSECUTIVE YEAR PROGRAM

The Securities Industry Institute[®] is a three-consecutive year program. Many of the core and elective sessions offered are built from the previous year's curriculum. As the financial services industry continues to evolve, the program is updated each year to keep up with changes and current issues in the industry. It is important that all participants attend the Institute in three consecutive years to build upon what has been learned the previous year. If a participant skips a year, an exception will be considered on a case-by-case basis. Please contact the SIFMA staff to request an exception.

GUESTS

We regret that we are unable to allow guests to attend Institute sessions or organized events.



REGISTRATION & IMPORTANT DATES

Registration for the 2020 Securities Industry Institute will begin in the Fall of 2019.

To register for the SII program, visit www.sifma.org/sii

SII TIMELINE FOR 2020 PROGRAM

September, 2019	Registration opens for all years
December 13, 2019	Payment Due
January, 2020	Participants select events and elective sessions
January 17, 2020	Hotel cancellation deadline
March 8–13, 2020	Securities Industry Institute®

ELECTIVE SELECTION

Students are given the opportunity to register for electives, which offer a deeper-dive in topics that pique student interest. Elective selection will occur in January 2020 and students will be notified of their selection date two (2) weeks in advance.

Registration will close when capacity is hit. Waitlist requests can be submitted to sii@sifma.org or call +1-212-313-1108.

GENERAL INFORMATION

CONTINUING EDUCATION CREDITS

SII is pleased to provide participant's with Continuing Education (CE) Credits throughout their three years of attendance. Those seeking credits for appropriate sessions must complete the CE survey with the provided 4-digit code to attest for their attendance. Each record will be maintained by SII and submitted to the applicable CE Board. SII offers the following Continuing Education credits for many courses within the curriculum.

- CFP – Certified Financial Planner
- CIMA – Certified Investment Management Analyst
- CLE – Continuing Legal Education

If there is another organization a participant wishes to receive CE credits from, please email sii@sifma.org.

DRESS CODE

Business casual is standard dress for all sessions and events. Please keep in mind that this is an old campus with cobblestone streets, so appropriate shoes may be required. As the program is taking place in March and the weather is unpredictable, we suggest bringing a coat.

ETHICS

The Institute is a learning experience conducted in cooperation with SIFMA member firms. Accordingly, faculty, students and other participants are not permitted to engage in any activity that might be construed as being for the purpose of recruiting personnel from other firms.

FREQUENTLY ASKED QUESTIONS

If an attendee leaves the firm, or is unable to attend, may we send someone else?

You can request a substitute in their place provided the request is submitted in writing, no later than January 31, 2020. Substitutions are not guaranteed and must be approved by SIFMA.

If a participant is unable to attend the program, will they be able to register for the following year?

The SII program is a three-consecutive year program. If a participant is unable to attend in three consecutive years, an exemption will be considered on a case-by-case basis. Please contact sii@sifma.org to request an exemption.

What happens if a current participant is new to our firm?

Participants are expected to notify SIFMA to change their contact information. Participants new to your firm who wish to continue in the program must advise the firm. SIFMA does not take responsibility for managing participants' enrollment process.

Is there a limit of attendees per firm?

There is no limit per firm of the amount of participants that attend SII; however, overall available space at SII is limited.

When does the program begin and end?

The opening session begins on Sunday at 5:30pm (5:00pm for Year One students). The closing session ends at 11:00am on Friday for Years One and Two and 1:00pm for Year 3 . Participants are advised to book travel to arrive in Philadelphia by 4:00pm Sunday and depart on Friday after 1:00pm ET (2:30pm for Year Three).



Are participants able to arrive late or leave a day early?

No. Participants are expected to arrive on Sunday and depart on Friday. SIFMA handles hotel reservations for all participants. There is a FIVE-NIGHT MINIMUM STAY (March 8–13, 2020) policy at all designated SII hotels; whether participants check in a day late or leave a day early, participants will be responsible for all five nights. Participants will be billed for their hotel reservation if they do not cancel prior to January 17, 2020, or if the stay is less than the guaranteed nights.

What happens if a participant is called away for business or personal reasons?

Participants must notify SIFMA/SII staff to advise they are leaving the program by emailing sii@sifma.org. They will be required to document the reasons for departure and may be required to enroll next year at the same level of curriculum. Refunds will not be given for early departures.

How do participants staying at SII preferred hotels get to campus?

SIFMA provides buses from the downtown Marriott and Homewood Suites, to campus. All other housing is adjacent to campus.

Where do participants pick up their registration materials?

Registration materials can be picked up on Sunday, March 8, 2020 at the opening night reception. Monday morning, materials are available for pickup in the Irvine Auditorium prior to the first session.

Is graduation attendance mandatory?

Yes. Graduation breakfast is held before Friday sessions and all Year Three participants are required to attend.

Are meal functions mandatory?

Meal events are planned as a means to encourage discussion among participants, and are programmed to fit within the curriculum sessions. Tuition fees include organized meals.

ABOUT



SIFMA is the voice of the U.S. securities industry. We represent the broker-dealers, banks and asset managers whose nearly 1 million employees provide access to the capital markets, raising over \$2.5 trillion for businesses and municipalities in the U.S., serving clients with over \$18.5 trillion in assets and managing more than \$67 trillion in assets for individual and institutional clients including mutual funds and retirement plans. SIFMA, with offices in New York and Washington, D.C., is the U.S. regional member of the Global Financial Markets Association (GFMA). For more information, visit <http://www.sifma.org>.



The Wharton School of the University of Pennsylvania – founded in 1881 as the first collegiate business school – is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The school has more than 4,700 undergraduate, MBA, executive MBA, and doctoral students and an alumni network of more than 84,000 graduates.

Each year, Wharton Executive Education works with more than 12,000 business leaders on its campus in Philadelphia, at Wharton West in San Francisco, and at sites around the world. The Wharton Learning Continuum is Wharton Executive Education's model for delivering Impact Through Education™ - supporting companies and individuals in a 9- to 12-month learning process that is designed collaboratively with clients, delivered by Wharton faculty, and monitored to produce specific outcomes.



CONTACT US

Visit www.sifma.org/sii for more information about the Securities Industry Institute® or contact:

Kristin Sheehan

Managing Director, Securities Industry Institute

Securities Industry and Financial Markets Association

Phone: (212) 313-1108

Email: sii@sifma.org