

AGENDA

Tuesday, October 20, 2020 | 1- 4:30 p.m. ET

- 1:00 p.m. Opening Remarks**
Kathryn Morrison, SunStar Strategic CEO
- 1:00-1:30 p.m. Thriving in Asset Management**
Warren Miller, CFA, ISS Marketing Intelligence
Focused on small asset managers, you'll see data on key drivers of fund pricing and flows and the importance of adapting your distribution strategies for the long term.
- 1:30-2:00 p.m. Understanding M&A and Current Valuations**
R. Bruce Cameron, Partner, Co-founder, Berkshire Global Advisors
- 2:00-2:30 p.m. Creating Content Rich Websites**
Hibre Teklemariam, VP, Partner, SunStar Strategic
- 2:30-3:00 p.m. Building Your Brand with Social Media**
D. Bruce Johnston, Founder, Two Dogs Social
- 3:00-3:30 p.m. Going Digital with PR**
Melissa Murphy, EVP, Partner, SunStar Strategic
Technology has enabled the transition to digital PR with interviews by phone and video technology. Are you taking advantage?
- 3:30-4:00 p.m. Communicating with Advisors in a Virtual World**
Blensley Point-du-Jour, VP, Discovery Data
- 4:00-4:30 p.m. Maximizing Trends in Platform Distribution**
John Randall, Director, Operations & Distribution, Investment Company Institute
Platforms are evolving with technology playing a big role. Find out what that mean for funds.
- 4:30 p.m. Closing Remarks**
Hibre Teklemariam, VP, Partner, SunStar Strategic