



WEDNESDAY APRIL 25, 2012

8:30	CONFERENCE REGISTRATION AND BREAKFAST IN THE FOYER <i>Sponsored by: BMO Asset Management</i>	
9:05 – 9:10	OFFICIAL WELCOME <i>Judy Street, Vice- President, Radius Financial Education</i>	
9:10 – 9:15	OPENING REMARKS <i>Pat Bolland, Senior Counsel, Veritas Communications</i>	
9:15 – 9:30	ETFs IN CANADA <i>Amelia Nedovich, Head, Business Development, ETFs & Structured Products, Toronto Stock Exchange</i> 2011 and 2012 has been a time of exponential growth and change in Exchange Traded Products. In this session Amelia will drill down on the roll Canada has played as well as the growth and trends we have experienced. She will also discuss the trends occurring around the world.	
9:30 – 10:30	THE U.S. CONSUMER, THE KEY TO WORLD GROWTH <i>Robert Johnson, Director of Economic Analysis, Morningstar</i> While many economists worry that China and Europe will drag the U.S. into a recession, it seems more likely that the U.S. might pull the rest of the world out of a recession. Lower inflation, better balance sheets and improved employment prospects are all aiding the U.S. consumer. Those same consumers are continuing to spend at a moderate but consistent pace. Though, the consumer is not without worries. Incomes have not kept pace with inflation, gasoline prices are still high and housing price declines have moderated but not stopped completely.	
10:30 – 10:45	NETWORKING BREAK IN EXHIBIT HALL <i>Sponsored by: Barclays</i>	
10:45 – 11:45	BEYOND TRADITIONAL INDEXING <i>Moderator: Pat Bolland, Senior Counsel, Veritas Communications</i> <i>Barry Gordon, President and Chief Executive Officer, First Asset Capital Corporation</i> <i>Marc Zieger, Director of the Index Group, Morningstar</i> <ul style="list-style-type: none"> • The rise of fundamental factor weight strategies • What is the rationale behind them? • How can these strategies 'fit' in your portfolios? 	
11:45 – 12:25	Concurrent Workshops	
	ETF FUNDAMENTALS JUST STARTING TO USE ETFs, <i>Jonathan Needham, Sales Executive, Vanguard</i> WILL WALK YOU THROUGH: <ul style="list-style-type: none"> • What are ETFs? • How ETFs work • Potential benefits of ETFs 	ADVANCED STRATEGIES ETF PRODUCT WORKSHOP <i>Moderator: Amelia Nedovich, Head, Business Development, ETFs & Structured Products, Toronto Stock Exchange</i> Representatives from ETF product manufacturers discuss what's new in their advanced product strategies line up.

*Please note that, while every effort will be made to present the program as advertised, speakers, topics and timing are subject to change due to circumstances beyond our control.



WEDNESDAY APRIL 25, 2012

12:25 – 1:25	BUFFET LUNCH IN EXHIBIT HALL <i>Sponsored by: PowerShares</i>	
1:25 – 2:05	Concurrent Workshops	
	ETF FUNDAMENTALS	ADVANCED STRATEGIES
	JUST STARTING TO USE ETFs <i>Chris McHaney, Vice President & Portfolio Manager, BMO Asset Management</i> WILL WALK YOU THROUGH: <ul style="list-style-type: none"> • Transitioning your business • Asset allocation strategies • Creating portfolios • How do I get paid 	ADVANCED TRENDS IN PORTFOLIO CONSTRUCTION <i>Mark Yamada, President & CEO, PUR Investing, Tyler Mordy, Director of Research, HAHN Investment Stewards & Company Inc.</i> <ul style="list-style-type: none"> • Asset allocation is dead, long live asset allocation • Low volatility strategies • Matching client risk tolerance to ETF portfolios
2:05 – 2:45	Concurrent Workshops	
	ETF FUNDAMENTALS	ADVANCED STRATEGIES
	ETF PRODUCT WORKSHOP <i>Moderator: Amelia Nedovich, Head, Business Development, ETFs & Structured Products, Toronto Stock Exchange</i> Representatives from ETF product manufacturers discuss what's new in their product line up.	TACTICAL INVESTING USING ETFs: STRATEGIES FOR A VOLATILE MARKET <i>Jaime Purvis, Executive Vice President, Horizons ETFs</i> Due to a progressively interconnected financial system, markets have now become more vulnerable to systemic risks. How should investors respond to unprecedented volatility? <ul style="list-style-type: none"> • Tactical ETF approaches for today's investors • Bull, bear and trendless market tactics • How do you best employ ETFs to execute these strategies?
2:45 – 3:00	NETWORKING BREAK IN EXHIBIT HALL <i>Sponsored by: Horizons ETFs</i>	
3:00 – 3:40	IN THE NEWS – SENIOR EXECUTIVES FROM THE ETF INDUSTRY WILL DISCUSS : <i>Moderator: Pat Bolland, Senior Counsel, Veritas Communications</i> <i>Yves Rebetez, Managing Director, Editor, ETFinsight</i> <i>Howard Atkinson, President, Horizons ETFs</i> <ul style="list-style-type: none"> • What's new and innovative in the ETF space... Next Frontier • On going evolution of ETFs • Lots of media noise in 2011, help us understand the real story • Are ETFs to blame for market volatility 	
3:40 – 4:10	REGULATORY UPDATE <i>Moderator: Pat Bolland, Senior Counsel, Veritas Communications</i> <i>Ronald Landry, Executive Director, ETF Services, Relationship Management, CIBC Mellon;</i> <i>Paritosh Gambhir, Senior Manager, Canadian Asset Management Practice, KPMG</i> <i>Carol Derk, Partner, Securities and Capital Markets, Borden Ladner Gervais LLP</i>	

*Please note that, while every effort will be made to present the program as advertised, speakers, topics and timing are subject to change due to circumstances beyond our control.



WEDNESDAY APRIL 25, 2012

4:10 – 4:50	<p>COVERED CALL ETFs DEBATE <i>Introduction and Speaker of the House: Marco Dominique, Manager, Financial Markets, Equity Derivatives Canada, Montreal Exchange</i> Yves Rebetez, Managing Director, Editor, ETFinsight - Leader of the Opposition, Rules Based Party John Gabriel, ETF Strategist, Morningstar, Inc. - Prime Minister, Active Party</p> <p>Covered call strategies for ETFs are growing in popularity and are not all created equal. There are active strategies and rules based strategies. Both offer dividends from premiums collected, but the returns vary greatly with volatility in the markets. Marco will start this session with a brief introduction to covered calls, John Gabriel, will argue on behalf of the Active Party and Yves Rebetez on behalf of the Rules Based Party all three will help you decide which strategy is right for your client.</p>
4:50	<p>CLOSING REMARKS <i>Pat Bolland, Senior Counsel, Veritas Communications</i></p>
4:50 – 6:30	<p>RECEPTION IN EXHIBIT HALL <i>Sponsored by: XTF Capital</i> <i>Remember to bring your business cards!</i> <i>The not-to-be-missed Reception on the evening of Wednesday April 25^h will provide you with crucial time to interact with key players in your industry.</i></p>

THURSDAY APRIL 26, 2012

8:30	<p>BREAKFAST IN EXHIBIT HALL <i>Sponsored by: Vanguard</i></p>
9:00 – 9:05	<p>OPENING REMARKS <i>Pat Bolland, Senior Counsel, Veritas Communications</i></p>
9:05 – 10:05	<p>BRIDGING THE GAP BETWEEN RATIONAL FINANCE AND BEHAVIOUR FINANCE <i>Dr. Lisa Kramer, Expert in Behavioural Finance & Neuroeconomics</i></p> <p>An expert on behavioural finance, with interests in neuroeconomics/neurofinance, investments, capital market seasonality, and personal finance, Dr. Kramer captivates audiences with her real-time demonstrations of behavioural biases. Participants come away with a deeper understanding of recent, state-of-the-art developments in the exciting field of behavioural finance.</p>

*Please note that, while every effort will be made to present the program as advertised, speakers, topics and timing are subject to change due to circumstances beyond our control.



THURSDAY APRIL 26, 2012

10:05 – 10:45	<p>USING FIXED INCOME ETFs TO OPTIMIZE PORTFOLIO PERFORMANCE <i>Moderator: Pat Bolland, Senior Counsel, Veritas Communications</i> <i>Michael Cooke, Head of Distribution, PowerShares Canada,</i> <i>Barry Gordon, President and Chief Executive Officer, First Asset Capital Corporation;</i> <i>Faizan Dhanani, Executive Vice President, Horizons ETFs</i></p> <p>An expert on ETFs can fundamentally change the way you access the Fixed Income Market. In this session you will learn how ETF's can:</p> <ul style="list-style-type: none">• Offer better liquidity• More Efficient Trading• Simplify Portfolio Management
10:45 – 11:00	<p>NETWORKING BREAK IN EXHIBIT HALL <i>Sponsored by: KPMG</i></p>
11:00 – 11:20	<p>EXCHANGE TRADED NOTES <i>Tim Edwards, Vice President, Investor Solutions, Barclays</i></p> <p>Exchange Traded Notes are a rapidly growing component of the investor's toolkit for accessing to 'hard to reach' asset classes such as commodities, volatility and multi-asset class strategies. This session explores some of the recent developments in the ETN market and shares some considerations from the issuer's perspective as to the challenges and advantages for Canadian investors.</p>
11:20 – 11:50	<p>PHYSICAL & SYNTHETIC ETFs: KEY DIFFERENCE <i>Joel M. Dickson, Ph.D., Senior investment strategist, Principal, Vanguard</i></p> <p>The global market for exchange-traded funds has grown in recent years. ETFs that aren't backed by physical securities are also drawing investors' interest. This session explores important differences between these synthetic ETFs and ETFs backed by physical securities.</p>
11:50 – 12:50	<p>TRADING <i>Moderator: Pat Bolland, Senior Counsel, Veritas Communications</i> <i>Christopher Johnson, Director, Knight ETF Trading;</i> <i>Gary Knight, Vice President, Trading, TSX Markets;</i> <i>Michael Cooke, Head of Distribution, PowerShares Canada,</i></p> <ul style="list-style-type: none">• High Frequency Trading• Best Execution• Use of a Market Maker• Dark Pools• Sourcing Liquidity
12:50 – 1:50	<p>LUNCH IN EXHIBIT HALL <i>Sponsored by: TMX / Toronto Stock Exchange / TSX Venture Exchange</i></p>

*Please note that, while every effort will be made to present the program as advertised, speakers, topics and timing are subject to change due to circumstances beyond our control.



THURSDAY APRIL 26, 2012

1:50 – 2:30	<p>FACTOR DRIVEN ETFs: THE SEARCH FOR ALTERNATIVE BETA <i>Michael Cooke, Head of Distribution, PowerShares Canada</i></p> <p>The current financial environment has created the need for a new approach to portfolio construction. A new generation of factor driven indices have been designed to offer investors the potential for enhanced returns and reduced risk. These index methodologies can be accessed efficiently through exchange traded funds that still afford investors the benefits of low cost, liquidity and tax efficiency.</p>
2:30 – 3:10	<p>TREND FOLLOWING STRATEGIES WITHIN ALTERNATIVE ETFs MODERATOR: PAT BOLLAND, SENIOR COUNSEL, VERITAS COMMUNICATIONS <i>Chris McHaney, Vice President & Portfolio Manager, BMO Asset Management;</i> <i>Jigna Gibb, Director, Commodity Investor Structuring, Barclays;</i> <i>Tim Pickering, Founder and President, Auspice Capital Advisors</i></p> <ul style="list-style-type: none">• Emerging and Frontier Market• Commodities• Managed Futures• Alpha Based Index Strategies
3:10 – 3:50	<p>PRACTICE MANAGEMENT: MONEYBALL FOR ADVISORS <i>Randy Ambrosie, Founder & CEO, Accretive Advisor</i></p> <p>Randy Ambrosie says advisors and their firms should play their own brand of Moneyball to gain a deeper understanding about their clients. Are they satisfied and loyal? Do you manage some or all of their financial assets? Which clients provide referrals and why? What does a good referral sound like? Find out from this industry veteran and practice-management coach.</p>
3:50	<p>CLOSING REMARKS <i>Pat Bolland, Senior Counsel, Veritas Communications</i></p>

*Please note that, while every effort will be made to present the program as advertised, speakers, topics and timing are subject to change due to circumstances beyond our control.