



September 12, 2019

FTRC LAUNCHES ITS SECOND ANNUAL “EMPOWERING ADVICE THROUGH TECHNOLOGY” CONFERENCE

- A practical day for advisers who want to drive real change in their firms
- 89% of delegates to last year’s event reported it changed their thinking about industry technology and how to get the best out of it
- Enabling advisers to understand how emerging technology can enhance the user experience for their clients
- Assist advisers in sourcing the technology solutions that best meet their needs

Financial Technology Research Centre (FTRC), in association with The Personal Finance Society, today announced their second “Empowering Advice Through Technology” conference which will be held at The Pullman Hotel, London on 30th January 2020.

The conference, aimed at financial advisers, will showcase the benefits that technology can deliver to their businesses, enabling time-savings, enhancements to customer propositions and reduction in operating costs.

The event has been structured to help firms understand the issues they need to consider when choosing technology and help them:

- Validate if they have the right technology in their businesses
- Understand how emerging technology can enhance the experience they give customers
- Commence a plan to source and implement technology that best meets their needs

The conference will comprise of six plenary sessions exploring different areas that are essential for adviser firms to consider, combined with sixteen “disturbance demos” to show leading edge technology which can help transform advice businesses.

This is a practical day for advisers who want to drive real change in their firms.



The Empowering Advice Through Technology conference programme will be complemented by an exhibition area, providing delegates with the opportunity to have one-on-one conversations with event speakers and demoing companies over refreshment breaks, lunch and a drinks reception to close the event.

Organisations who have already confirmed their sponsorship of this event include:

Gold sponsors: Intelliflo, Origo/Beyond Encryption, Seven IM

Silver sponsors: IRESS

Bronze sponsors: AdvisorStream, Nuance Communications

Ian McKenna, Director, FTRC, said: "Choosing the right technology for an advice firm is one of the most crucial decisions any firm takes. It can have a dramatic impact on customer service, efficiency and profitability. This is a day designed for firms who want to embrace what technology can do to help them work smarter, review if their current technology is doing all it should for them and identify how to successfully select and implement the best solutions for their business."

Keith Richards, Chief Executive Officer, The Personal Finance Society, said: "We are delighted to be working with Ian and his team to put on an event that focuses on the key issues advisers should consider in order to get the best out of technology for their business. The delegate feedback from the inaugural 2019 conference showed this was a really different adviser technology event and hugely useful to our members who participated. I would urge any advice firm that is serious about technology to attend the 2020 show."

Additional information about the event can be found at <https://advisersoftware.com/eatt2020/>

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PRESS RELEASE

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About FTRC

Established in 1995, the Finance Technology Research Centre (FTRC) is a specialist research consultancy.

The company has four key areas of activity:

- Facilitating industry collaboration in the life assurance and long-term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry.
- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at www.qualityanalyser.com
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality of their services to consumers.
- Bespoke consultancy on any of the above.