



2-Day Intensive Course

Consultative Selling & Portfolio Structuring for *Private Wealth Managers*

Who's attending?

This course is beneficial to private wealth managers and asset managers; investment management professionals who advise on or participate in the design and implementation of asset allocation policies and portfolio models

Why not recommend this course to a colleague?

Save time and money with in-house training

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organization.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen and convenient to you.

For more information on holding this, or any other salmon Thrust course in-house, please contact:

Audrey Ang, Sales Manager
Tel: +65 63230768
Email: audrey@salmonthrust.com

Funding Support

The Monetary Authority of Singapore (MAS) administers Financial Training Scheme (FTS) grants to financial sector organisations that sponsor eligible Singapore based participants to training programmes that meet qualifying criteria. For more details, please visit www.mas.gov.sg, or contact the MAS via sdf@mas.gov.sg.

Intermediate Level

23 – 24 April 2012, Singapore

Global market turbulence has caused private clients to lose confidence with existing relationships and many are switching their relationship banks and moving assets. As confidence returns, clients will seek out accomplished, professional relationship managers best able to manage their wealth and exceed expectations.

This means they will seek out professional relationship managers best able to understand their needs and concerns, and who possess the ability to construct world-class investment portfolios.

What will I get out of it?

- Understand risk profiling principles
- Analyze clients' needs by understanding their behavioural biases
- Develop framework and tools for client risk profiling
- Construct behaviourally-optimized investment portfolios for the clients
- Strengthen asset allocation and portfolio management decisions

BOOK NOW! Register before 23 March 2012 for early-bird discount.

Website
www.salmonthrust.com

Telephone
(+65) 6323 0768

Email
email@salmonthrust.com

Venue

All of our courses are held in 4 -5 stars hotels, chosen for their location, facilities, and level of service. You can be assured of a comfortable, convenient learning environment throughout the duration of the course.

Due to the variation in delegate numbers, we will send confirmation of the venue to you approximately 2 weeks before the start of the course.

About Us

Salmon Thrust provides tailored financial training solutions to leading Asian clients. Being Asian for Asians, we understand that different cultures have their own needs in terms of product and knowledge, and in terms of their approach to Client Management.

Founded in 2004 to satisfy the demand for wealth management and related training programs in this part of the world, we develop and present seminars and workshops for executives working in corporations, investment banks, securities houses, firms of accountants and legal practices.

Our courses are held on a public or in-house basis, a full list of which can be found on our website. Visit www.salmonthrust.com

The Trainer - Ng Lye Heng CFA, CAIA, FRM

A managing partner at Salmon Thrust Pte Ltd, Ng Lye Heng is a derivative specialist whose topical areas encompass financial markets and traded derivative instruments, investments and wealth management. He started his banking career in the early 1990s and held roles as a principal derivative trader and product structurer. He traded global market derivatives on stock indices and fixed incomes from Tokyo, Hong Kong, London to Chicago. He concluded his treasury-room career managing market risk on the global trading book of United Overseas Bank.

In 2004, Lye Heng set up Salmon Thrust, offering training and consultancy in the areas of Investment, Treasury and Wealth Management. Clients included various global banks like Citibank where he conducted a comprehensive investment series for the 200-odd relationship managers based in Singapore.

COURSE CONTENT

Investor Profiling and Psychology

- Traditional approaches to profiling private investors
- Limitation of risk profiling questionnaire
- New approaches to profiling the clients

Behavioural Finance for Private Bankers and Their Clients

- What private bankers and their clients need to understand about behavioural finance
- Common behavioural finance traits
- Behavioural finance traits at work in the markets
- How practical application of behavioural finance can help create a successful advisory relationship

Diagnostic and Profiling Tools in Designing the Portfolio

- Risk profiler based on mean-variance framework
- Integrating behavioural finance in the risk profiler
- Strategies for maximizers, builders and preservers
- Strategies for "satisfiers"

Applying Post-Modern Portfolio Structuring for Private Clients

- Problems with standard deviation
- Downside deviation
- Target rate of return and upside potential
- Risk control mechanism for the portfolio

Asset Allocation and Portfolio Structure

- Phases and cycles in asset allocation
- Market cycle analysis – factors influencing asset prices in different phases
- Portfolio construction and asset recommendation

Case: Base on asset size of \$10 million, design portfolios for maximizers, builders and preservers

Bonds and Stocks in the Market Cycle

- How asset classes behave during the cycle
- Recognizing cycle turning points
- Proper interpretations of economic indicators
- Tactical adjustments in the bond market
 - Switching decisions in terms of credit risk, duration and issuer sectors
- Tactical adjustments in the stock market
 - Switching decisions in terms of betas, investment styles, and industry sectors

Case: Tactical asset allocation: using historical scenarios, participants working in groups will make their allocations and analyze the results

Demand for Total and Absolute Return Products by Private Clients

- The difference between absolute and total return
- Convergence of absolute and total return
- Why do investors buy total return and structured products
- Overview of total return and structured products
- Uses and applications of total return and structured products in portfolios

Case: Positioning absolute and total return products appropriately

Building Blocks of Financial Engineering for Private Bankers

- The basic building blocks of financial engineering
- Common structures found in volatility and arbitrage structures, exotics, etc
- Downside protection vs. upside return potential

Case: Designing simple structures to match a client's views and risk tolerances

Risk Reduction and Return Enhancement Opportunities and Strategies

- Risk reduction and return enhancement opportunities
 - Currency markets
 - Equity markets
 - Credit markets
- Structured products menu
 - Commodity-linked notes
 - Credit-linked notes
 - Currency-linked notes
 - Equity-linked notes
 - Interest rate-linked notes

Case: Applications of structured products

Consultative Selling and Account Development Skills for Private Bankers

- Developing a systematic way to think about clients' investment
- Identifying new opportunities within a relationship

The Wealth Management Industry in 2012 and Beyond

- Transition from "accumulation" to risk management
- "Outcome" orientation
- Separation of alpha and beta
- Convergence and evolution of alternatives

Course Conclusion: Putting It All Together

"The materials and topics covered are very practical and address the day-to-day issues we are facing."

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Consultative Selling & Portfolio Structuring for Private Wealth Managers

23 – 24 April 2012, Singapore

Register now

Package	Before 23 Mar 2012	After 23 Mar 2012	Quantity	Sub-total
Registration fee	S\$1,620 Save \$180	S\$1,800		
Platinum Package Send 4 delegates and 5 th comes FREE				

Attendee details

1	Name.....	Job title.....
	Tel.....	Email.....
2	Name.....	Job title.....
	Tel.....	Email.....
3	Name.....	Job title.....
	Tel.....	Email.....
4	Name.....	Job title.....
	Tel.....	Email.....
5	Name..... FREE	Job title..... FREE
	Tel..... FREE	Email..... FREE

Company/Invoicing details

Organization name.....

Address.....

Postcode.....

Invoice attention to..... Job title.....

Tel..... Email.....

Approving Manager signature

NB: Signatory must be authorized to sign on behalf of contracting organization

Name.....

Email..... Job title.....

Tel..... Fax.....

Authorizing signature * (Mandatory).....

Payment method

For payment by crossed **cheque** or **bank-draft**, please make payable to: **Salmon Thrust Pte Ltd**

For payment via **telegraphic transfer**, please make payment to:

Account number: 501-747323-001
 Account name: Salmon Thrust Pte Ltd
 Bank address: 65 Chulia Street, #01-01 OCBC Centre, Singapore 049513
 Bank code: 7339
 Swift code: OCBCSGSG

How to book your course

Complete this form and **fax** to:
+65 6423 9802

Or send the form to:

Salmon Thrust Pte Ltd
 55 Market Street #10-00
 Singapore 048941

Take the Platinum package

Get your team together and save!
Send 4 delegates and get one FREE

You may also be interested in

- **Alternative Investments for Private Clients - Structured Products & Hedge Funds (22 – 23 Mar 2012)**
- **Economic Releases & Asset Class Adjustments (2 – 4 Apr 2012)**
- **Behavioural Finance & Wealth Management (29 – 30 Mar 2012)**
- **Essential Fundamentals & Technical Knowledge for Private Wealth Managers (14 -15 May 2012)**
- **Structured Products in Wealth Management (7 – 8 Jun 2012)**
- **Technical Analysis for Trading & Advisory (10 – 11 May 2012)**

Go to www.salmonthrust.com to view our full course calendar

Terms and conditions

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge.
2. Salmon Thrust does not provide refunds for cancellations. Invoiced sums are payable in full within 7 days of the invoice date.
3. Salmon Thrust will provide full course documentation to a delegate who has paid, but is unable to attend.
4. Salmon Thrust reserves the right to change the content of the program without notice including the substitution, alteration or cancellation of speakers and/or topics and/or the alteration of the dates of the event.
5. Salmon Thrust is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event under any circumstances.
6. Salmon Thrust reserves the right to amend any part of the published program, agenda or speakers due to factors outside of its control.

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