



# CFA Institute

**68<sup>TH</sup>**

## **CFA INSTITUTE ANNUAL CONFERENCE**

26–29 April 2015 | Frankfurt, Germany

Hosted with CFA Society Germany

**POCKET GUIDE**

# GENERAL INFORMATION AND HOURS

## Registration and Information Desk Hours

Sunday, 26 April	12:00–19:00
Monday, 27 April	7:30–17:30
Tuesday, 28 April	7:30–17:30
Wednesday, 29 April	7:30–13:00

## Exhibit Hall Hours

Sunday, 26 April	13:30–17:00
Monday, 27 April	7:30–16:00
Tuesday, 28 April	7:30–16:00
Wednesday, 29 April	7:30–10:15

## Exhibit Hall Lounge *Level 0, Forum*

Meet CFA Institute staff, learn about current initiatives, and contribute your thoughts.

### Sunday, 26 April

14:00–15:00	New President and CEO Meet and Greet
15:00–16:00	Topics and Programming in the EMEA Region
16:00–17:00	CFA Institute Expansion in China and India

### Monday, 27 April

7:30–8:30	The Value of Membership: Share Your Ideas
9:45–10:15	Recent Projects from the CFA Institute Research Foundation

### Tuesday, 28 April

7:30–8:30	The Value of Membership: Share Your Ideas
9:45–10:15	Your Voice in the Future of Finance

### Wednesday, 29 April

7:30–8:30	The Value of Membership: Share Your Ideas
9:45–10:15	CFA Institute's Educational Programs: Beyond the Charter

### **CFA Bookstore Hours** *Via Mobile, Forum*

Sunday, 26 April	12:00–17:00
Monday, 27 April	7:30–17:15
Tuesday, 28 April	7:30–17:15
Wednesday, 29 April	7:30–10:15

### **Book Signings** *Via Mobile, Forum*

#### **Sunday, 26 April**

15:00–15:30	Jane Hyun
16:30–17:00	Philippa Malmgren Jukka Väänänen
18:15–18:45	John Coates ( <i>held at the Frankfurt Marriott Hotel</i> )

#### **Monday, 27 April**

12:15–12:45	Martin Wolf Hans-Werner Sinn
15:15–15:45	Jean L.P. Brunel, CFA

#### **Tuesday, 28 April**

16:45–17:15	Vikram Mansharamani Richard Sandor
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#### **Wednesday, 29 April**

9:45–10:15	Ian Bremmer
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### **Career Services Centre** *Via Mobile, Forum*

Learn about the career resources CFA Institute has to offer, or meet with career and executive coaches to discuss general career management, soft-skill development, and leadership in a casual, open conversation. One-on-one consultations are also available on a first-come, first-served basis.

Sunday, 26 April	12:00–17:00
Monday, 27 April	12:00–17:15
Tuesday, 28 April	12:00–17:15

### **Wi-Fi Information**

**Network:** CFA Annual 2015

**Username and Password:** CFA2015  
Sponsored by Societe Generale  
Corporate & Investment Banking

# SUNDAY, 26 APRIL 2015

12:30–13:30

**CFA Institute Annual Members' Meeting**  
*Harmonie Hall 1, Level C2, Congress Center*

13:00–14:00

**Delegate and University Student  
Networking Reception**  
*Via Mobile, Forum*

13:30–17:00

**Refreshments in Exhibit Hall**

14:00–15:00

**New President and CEO Meet and Greet**  
*Exhibit Hall Lounge, Level 0, Forum*

14:00–16:30

**THE RESEARCH FOUNDATION WORKSHOP  
FOR THE PRACTITIONER**  
*Panorama 2, Level 1, Forum*

**Identifying Investor Risk Profiles: Ideas  
for Investors, Advisors, and Regulators**  
Joachim Klement, CFA

**Geopolitics for Investors**  
Philippa Malmgren

14:00–15:00

**"BEYOND THE NUMBERS"  
CONCURRENT SESSIONS**

**Bitcoin, Blockchain, and the Future  
of Financial Transaction**  
Charles G. Cascarilla, CFA  
*Panorama 1, Level 1, Forum*

**Flex: Strategies for Communicating  
in a Global Work Force**  
Jane Hyun  
*Panorama 3, Level 1, Forum*

15:00–15:30

**Book Signing:** Jane Hyun  
*Via Mobile, Forum*

15:00–16:00

**Topics and Programming in the  
EMEA Region**  
*Exhibit Hall Lounge, Level 0, Forum*

15:30–16:30

**"BEYOND THE NUMBERS"  
CONCURRENT SESSIONS**

**An Introduction to Neuroeconomics and  
Its Impact on Financial Decision Making**

Roland Ullrich, CFA

*Panorama 1, Level 1, Forum*

**Getting Started with Social Media  
Strategies for Financial Professionals**

Jukka Väänänen

*Panorama 3, Level 1, Forum*

16:00–17:00

**CFA Institute Expansion in China and India**

*Exhibit Hall Lounge, Level 0, Forum*

16:30–17:00

**Book Signings:** Philippa Malmgren and

Jukka Väänänen

*Via Mobile, Forum*

17:00–18:00

**Annual Conference Sunday Keynote:  
The Biology of Risk Taking**

John Coates

*Festhalle, Level 0, Forum*

18:15–18:45

**Book Signing:** John Coates

*Frankfurt Marriott Hotel*

18:15–19:30

**Welcome Reception**

*Frankfurt Marriott Hotel*

Sponsored by Bloomberg

# MONDAY, 27 APRIL 2015

Monday Morning Programming  
Sponsored by Credit Suisse

7:30–8:30  
**Morning Coffee with Exhibitors**

**The Value of Membership:  
Share Your Ideas**  
*Exhibit Hall Lounge, Level 0, Forum*

8:30–8:45  
**Conference Welcome and  
Opening Remarks**  
Paul Smith, CFA  
*Festhalle, Level 0, Forum*

8:45–9:45  
**The Limits of Central Banking and the  
Prospects for Economic Reform in Europe**  
Jürgen Stark  
*Festhalle, Level 0, Forum*

9:45–10:15  
**Refreshment Break with Exhibitors**

**Recent Projects from the CFA Institute  
Research Foundation**  
*Exhibit Hall Lounge, Level 0, Forum*

10:15–11:15  
**The Shifts and Shocks: Global Imbalances,  
Capital Flows, and Policy in Our Financially  
Fragile World**  
Martin Wolf  
*Festhalle, Level 0, Forum*

11:15–12:15  
**EU Debt and Prospects for Growth:  
A Fairly "Grimm" Tale?**  
Moritz Kraemer  
Michala Marcussen, CFA  
Hans-Werner Sinn  
Liam Halligan, moderator  
*Festhalle, Level 0, Forum*

12:15–12:45

**Book Signings:** Martin Wolf and  
Hans-Werner Sinn  
*Via Mobile, Forum*

12:15–14:15

**Networking Lunch with Peer Discussion**  
Lunch tables will be organized by topic  
tracks to facilitate conversation  
*Halle 1*  
Sponsored by FactSet

13:10–13:55

#### **SPONSORED CORPORATE PRESENTATIONS**

**A New Risk Management Paradigm: From  
Diagnostic Tool to Preventive Medicine**  
Axioma, Inc.  
Ian Webster  
*Panorama 1, Level 1, Forum*

#### **Smart Beta or Dumb Alpha?**

Bloomberg  
Nick Baturin, CFA  
*Harmonie Hall 2, Level C2, Congress Center*

#### **Geographic Exposures: Ignorance Is Not a Defense**

FactSet  
Andrew Kovacs, CFA  
*Panorama 2, Level 1, Forum*

#### **The Path from Charterholder to Top Performer: Using Learning Science to Build Employee Expertise**

Kaplan Schweser  
Bror Saxberg  
*Panorama 3, Level 1, Forum*

#### **Innovations in Indexing: The Smart Beta Discussion**

WisdomTree  
Luciano Siracusano  
*Harmonie Hall 1, Level C2, Congress Center*

# MONDAY, 27 APRIL 2015

14:15–15:15

## CONCURRENT PRACTITIONER SESSIONS

### Alternative Investments Track

#### **Hedge Funds and Risk in the Diversified Investment Portfolio**

Alexander Ineichen, CFA

*Panorama 3, Level 1, Forum*

### Asset and Risk Allocation Track

#### **Macro-Sensitive Investing:**

#### **Why Macro Matters for Asset Allocation**

Andreas J. Sauer, CFA

*Harmonie Hall 2, Level C2, Congress Center*

### Equity Investments Track

#### **Managing Equities for Absolute Return**

James B. Clunie, CFA, ASIP

*Panorama 1, Level 1, Forum*

### Fixed-Income Management Track

#### **Next Generation Structured Credit**

Alexander I. Batchvarov, CFA

*Illusion, Level C3, Congress Center*

### Policy and Practice Track

#### **Better Investment Decisions . . . via Good Governance?**

Michael S. Falk, CFA

*Harmonie Hall 1, Level C2, Congress Center*

### Private Wealth Management Track

#### **Goals-Based Investing for Private Clients**

Jean L.P. Brunel, CFA

*Panorama 2, Level 1, Forum*

15:15–15:45

#### **Refreshment Break with Exhibitors**

**Book Signing:** Jean L.P. Brunel, CFA

*Via Mobile, Forum*



15:45–16:45

## CONCURRENT PRACTITIONER SESSIONS

### Alternative Investments Track

#### Infrastructure Investing for Liability Matching

Peter Hofbauer

*Panorama 3, Level 1, Forum*

### Asset and Risk Allocation Track

#### Macro Diversification: Navigating a Turbulent World

Brian D. Singer, CFA

*Harmonie Hall 2, Level C2, Congress Center*

### Equity Investments Track

#### Enigmatic India: The Risks and Promise of Indian Equity Markets

Punita Kumar-Sinha, CFA

*Panorama 1, Level 1, Forum*

### Fixed-Income Management Track

#### Integrating ESG into the Fixed-Income Portfolio

Christoph M. Klein, CFA

*Illusion, Level C3, Congress Center*

### Policy and Practice Track

#### Shadow Banking: Global Trends and Policy Developments

Nico Valckx

*Harmonie Hall 1, Level C2, Congress Center*

### Private Wealth Management Track

#### The Case for Separately Managed Accounts for High-Net-Worth Clients

Jeanie Wyatt, CFA

*Panorama 2, Level 1, Forum*

# TUESDAY, 28 APRIL 2015

Tuesday Morning Programming  
Sponsored by FactSet

7:30–8:30

## **Morning Coffee with Exhibitors**

### **The Value of Membership: Share Your Ideas**

*Exhibit Hall Lounge, Level 0, Forum*

8:30–8:45

## **Morning Announcements**

*Festhalle, Level 0, Forum*

8:45–9:45

## **Sovereign Wealth Funds in the Global Capital Markets**

Scott E. Kalb

*Festhalle, Level 0, Forum*

9:45–10:15

## **Refreshment Break with Exhibitors**

### **Your Voice in the Future of Finance**

*Exhibit Hall Lounge, Level 0, Forum*

10:15–11:15

## **Financial Innovation, Market Structure, and the Implications for Investors**

Irene Aldridge

Haim Bodek

James H. Freis, Jr., CFA

Gemma Godfrey, moderator

*Festhalle, Level 0, Forum*

11:15–12:15

## **Long-Termism and the New Era of Fiduciary Capitalism**

Keith P. Ambachtsheer

Leo de Bever

Andrew Sheng

Roger Urwin, moderator

*Festhalle, Level 0, Forum*

12:15–14:15

## **Networking Lunch with Peer Discussion**

Lunch tables will be organized by topic  
tracks to facilitate conversation

*Halle 1*

Sponsored by FactSet

13:10–13:55

## **SPONSORED CORPORATE PRESENTATIONS**

### **What Lies Beneath the Numbers? Uncovering Earnings Risks and Management's Tricks to Boost Their Pay**

Credit Suisse

Michel Lerner, CFA

Ron Graziano

*Harmonie Hall 2, Level C2, Congress Center*

### **What Do Clients Want? Developing Business in the New Investment World Order**

Societe Generale Corporate &

Investment Banking

Amber Kizilbash

*Harmonie Hall 1, Level C2, Congress Center*

### **Efficient Risk Reduction with Minimum Variance Indices**

STOXX Ltd.

Angelika Eibl, CFA

*Panorama 3, Level 1, Forum*

### **Diversifying across Factors to Outperform in Europe**

Thomson Reuters

Tim Gaumer, CFA

*Panorama 1, Level 1, Forum*

### **View Through a Lens: Risk-Based Decision Making**

UBS Delta

Lindsey Matthews, CFA

*Panorama 2, Level 1, Forum*

# TUESDAY, 28 APRIL 2015

14:15–16:45

## MASTER CLASSES

### Understanding FX

Jessica James

*Panorama 2, Level 1, Forum*

### Valuing Innovation: Measuring and Valuing the Productivity of R&D Investment

Anne Marie Knott

*Illusion, Level C3, Congress Center*

### Demographics, Income, and the Global Value Chain

Vikram Mansharamani

*Harmonie Hall 2, Level C2, Congress Center*

### Global Private Wealth Management

Philip Marcovici

*Harmonie Hall 1, Level C2, Congress Center*

### Understanding ESG Investing: Fundamentals and Implementation

Alex Money

Michael Viehs

*Panorama 1, Level 1, Forum*

### Environmental Markets: A New Asset Class

Richard Sandor

*Panorama 3, Level 1, Forum*

15:15–15:45

### Refreshment Break with Exhibitors

16:45–17:15

### Book Signings: Vikram Mansharamani and

Richard Sandor

*Via Mobile, Forum*

18:45–22:30

### Networking Reception and Dinner

*Kurhaus Wiesbaden*

Sponsored by FactSet

Coaches will depart at 18:00 and 18:30 from the Congress Center Messe Frankfurt, the InterContinental Frankfurt, and the Westin Grand Frankfurt.

# WEDNESDAY, 29 APRIL 2015

Wednesday Morning Programming  
Sponsored by University of Cambridge –  
Judge Business School

7:30–8:30

## **Morning Coffee with Exhibitors**

### **The Value of Membership: Share Your Ideas**

*Exhibit Hall Lounge, Level 0, Forum*

8:30–8:45

## **Morning Announcements**

*Festhalle, Level 0, Forum*

8:45–9:45

## **Seeking Value in an Overpriced World**

Charles de Vaulx

*Festhalle, Level 0, Forum*

9:45–10:15

## **Refreshment Break with Exhibitors**

### **CFA Institute's Educational Programs: Beyond the Charter**

*Exhibit Hall Lounge, Level 0, Forum*

**Book Signing:** Ian Bremmer  
*Via Mobile, Forum*

10:15–11:15

## **Investing with Purpose: Three Perspectives**

Nell Derick Debevoise

Russell Read, CFA

Klaus Tischhauser

*Festhalle, Level 0, Forum*

11:15–12:15

## **Hot Spots: The Return of Geopolitics and What It Means for the Global Investor**

Ian Bremmer

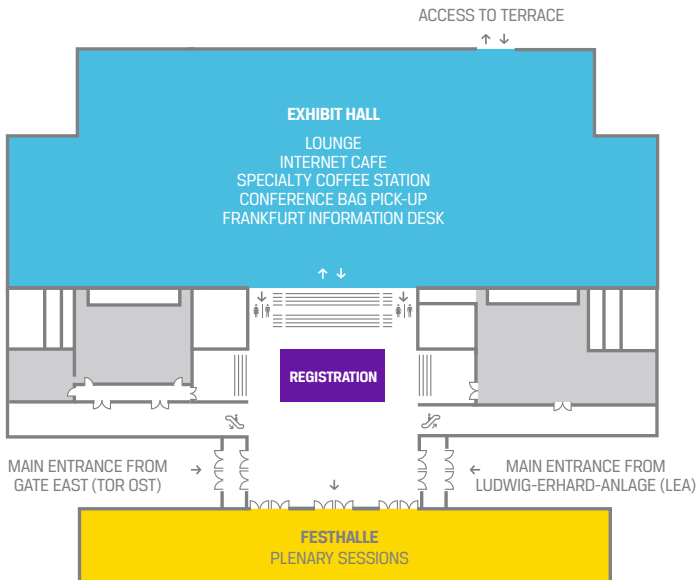
*Festhalle, Level 0, Forum*

12:15

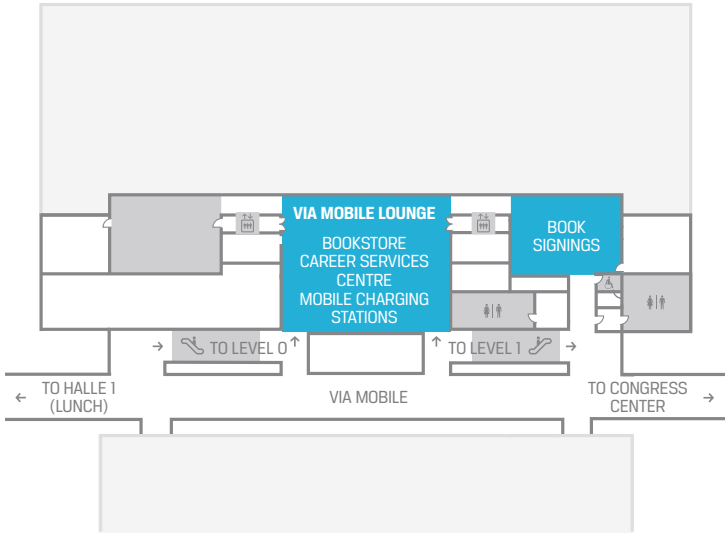
## **Conference Close**

# MAPS

## Level 0, Forum

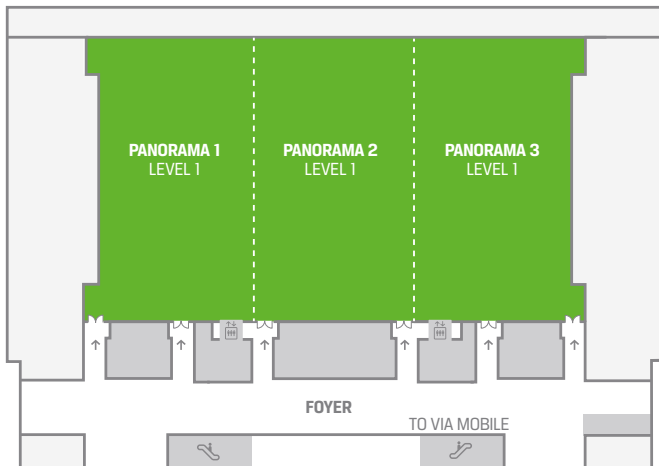


## Via Mobile, Forum



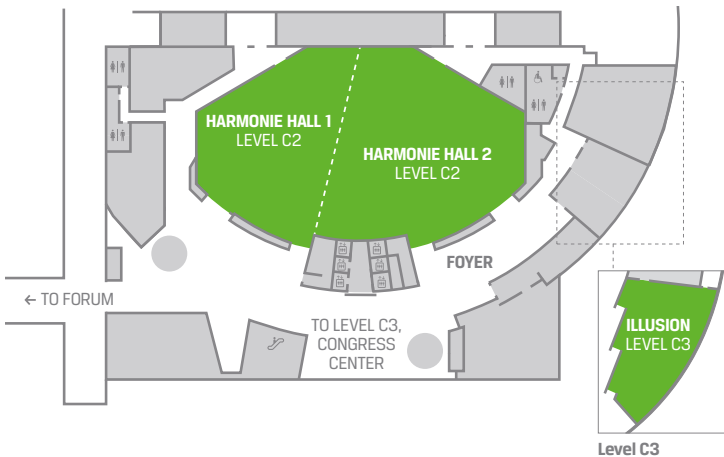
# MAPS

## Level 1, Forum



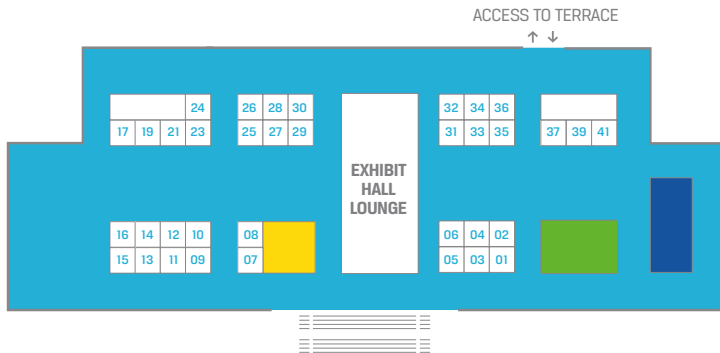


## Levels C2 and C3, Congress Center




# MAPS

## Exhibit Hall, Areal Hall, Level 0, Forum



01	Credit Suisse	23	Thomson Reuters
02	27four Investment Managers	24	Chicago Board Options Exchange
03/05	FactSet	25	Allianz Global Investors Europe GmbH
04	Global Financial Data	26	Lucht Probst Associates GmbH
06	Axioma, Inc.	27	Haver Analytics
07/08	Wiley	28	CFA Society Germany
09	CAIA Association	29	WisdomTree
10	Institutional Investor Journals	30	STOXX Ltd.
11	SimCorp GmbH	31	Kaplan Schweser
12	CRSP   The Center for Research in Security Prices	32	BNP Paribas
13	Analyst Success	33	CME Group
14	PricingDirect Inc.	34	Frankfurt Information Desk
15	CFA Montréal	35	UBS Delta
16	BPP Professional Education	36	Comarch
17	SNL Financial	37	Societe Generale Corporate & Investment Banking
19	Trendrating	39/41	Bloomberg
21	First Rate, Inc.		



**See you next year...**  
**8-11 May 2016**  
**Montréal, Canada**

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Credit Suisse

**Tuesday Morning Programming**

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**Wednesday Morning Programming**

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