SHOOK RESEARCH™

2020 Forbes/SHOOK Top Advisor Summit

17 I-W Credits (formerly IMCA) and 15 CFP Credits will be available

***This is a very fast-paced event; all times are indicative.**

Sunday, February 23, 2020

TIME	EVENT
7:00 - 9:30 pm	**Pre-Party at La Cave at the Wynn – Hosted by First Trust**

Monday, February 24, 2020

TIME	SESSION & SPEAKER
9:00 am	Registration Opens
2:00 - 5:00 pm	**Pre-Con Sessions** - *Mouton*
2:00 - 2:35 pm	The After-Tax Advisor to the Wealthy: Trends, Solutions, Strategies and Winning Business with Conversations — Moderator: John Moninger, Managing Director Retail Sales, Eaton Vance Advisor Institute — Ash Chopra, Merrill Private Wealth Management — Michael O'Neill, Morgan Stanley Private Wealth Management — David Gordon, Director, Eaton Vance Advisor Institute
2:35 -2:55 pm	2020 Vision - Clarity in Bonds through Active Management — Tony Crescenzi, Executive VP, Market Strategist & Generalist Portfolio Manager, PIMCO — Bob DiMella, Executive Managing Director, MacKay Shields — Moderator: Rob Sechan, UBS Private Wealth Management
2:55 - 3:25 pm	Jeremy Siegel - Stocks, Bonds, and the Economy: What's Next? — Introduction: Patrick Willis, Principal, Owl Rock — Jeremy Siegel, Professor, The Wharton School of Finance
3:25 - 3:35 pm	Break
3:35 - 3:50 pm	Don't Extrapolate Trend: Markets in 2020 and Beyond — Richard Bernstein, CEO & CIO, Richard Bernstein Advisors
3:50 - 4:20 pm	Be Prepared, Be Empowered: Key Issues Advisors Should Be Addressing with Clients to Navigate Their Financial Future — Leslie Geller, Wealth Strategist, Capital Group — Louise Gunderson - UBS Financial Services
4:20 - 5:00 pm	SHOOK Tank 1. Moderators: — Frank Berland, Managing Partner, SHOOK Research — Liz Shook, COO & Co-Founder, SHOOK Research 2. Judges: — Steve Samuels, Managing Director, Merrill Lynch Wealth Management — Heather Crist, Head Field Engagement, UBS Financial Services — Brian Pfeifler, Morgan Stanley Private Wealth Management
	Opening Night
5:30 - 6:30 pm	Cocktail Reception - *Margaux*
6:30 - 8:30 pm	Gala Dinner - *Lafite Ballroom* 1. Welcome! Remarks — Liz Shook, COO & Co-Founder, SHOOK Research 2. "Becoming Memorable. Making a Difference." — R.J. Shook, Founder & President, SHOOK Research 3. Fireside Chat with Andy Sieg & Jonathan Gray — Introduction: Michael Schweitzer, Senior VP & Head of HNW Strategy & Distribution, Capital Group | American Funds — Andy Sieg, President, Merrill Lynch Wealth Management — Jonathan Gray, President & COO, Blackstone
8:30 - 9:30 pm	Champagne Reception Hosted by Hartford Funds - *La Fluer*

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Tuesday, February 25, 2020

TIME	SESSION & SPEAKER
7:00 am	Registration Opens
7:00 - 8:00 am	Breakfast
8:00 - 11:05 am	**General Session** - *Lafite Ballroom*
8:00 - 8:10 am	Opening Remarks — RJ Shook, Founder, SHOOK Research
8:10 - 8:15 am	SHOOK Talks: Top Advisor Shares Best Idea — Introduction: Nick Cirbo, Senior Advisor Consultant, Invesco — Wendy Holmes, UBS Private Wealth Management
8:15 -8:40 am	SHOOK Impact: A New Era...A New Value Proposition — Introduction: Steve Stroker, Chief Executive Officer, Black Creek Group — Moderator: Steve Samuels, Managing Director, Merrill Lynch Wealth Management — Lyon Polk, Morgan Stanley Private Wealth Management — Gwen Campbell, Merrill Private Wealth Management
8:40 - 8:55 am	ESG...How Performance Can Come First — Moderator: Sharon Cunningham, Morgan Stanley Wealth Management — Saker Nusseibeh, CEO, Hermes Fund Managers
8:55 - 9:15 am	The SHOOK Community Give Back: Kids & Courage...a Make-A-Wish — "A Wish from the Heart" Poem by Jamie-Brooke Shook, 11th Grade & Jr. Analyst, SHOOK Research — Olivia, Wish Child — Zoe, Wish Child — Liz Shook, COO & Co-Founder, SHOOK Research — RJ Shook, President & Founder, SHOOK Research
9:15 - 9:30 am	Networking/Refreshments
9:30 - 9:35 am	SHOOK Talks: Top Advisor Shares Best Idea — Introduction: Sam Castner, Regional Director, Global X ETFs — Nestor Vicknair, Merrill Lynch Wealth Management
9:35 - 9:50 am	Meet America's #1 Next-Gens — Introduction: Frank Famiglietti, Managing Director & Co-Head of Intermediary Distribution, Morgan Stanley Wealth Management — Moderator: Chris Harvey, Chief Executive Officer, JP Morgan Securities — Rachel Gottlieb, UBS Financial Services — Seth Haye, Morgan Stanley Wealth Management
9:50 - 10:00 am	SHOOK Talks: New $10M Client — Moderator: Carter Sims - Head of Global Distribution & Managing Director, Thornburg — Lori Van Dusen, LVW Advisors
10:00 - 10:20 am	Fast Fire: Successfully Navigating U.S. Equity Markets — Introduction: Andy Shaw, Retail Sales Director & Divisional VP, Hartford Funds — Moderator: Ron Insana, Senior Advisor, Schroders, sponsored by Hartford Funds — Joel Greenblatt, Managing Principal & Co-CIO, Gotham Funds — Chris Davis, Chairman & Portfolio Manager, Davis Advisor
10:20 - 10:25 am	SHOOK Talks: Top Advisor Shares Best Idea — Introduction: Bobby Brooks, Managing Director & National Sales Manager, DWS — Ron Munman, JP Morgan Securities
10:25 - 10:45 am	Insights from The Legendary Investor Mario Gabelli — Mario Gabelli, Chairman, CEO & Founder, GAMCO Investors, Inc.
10:45 - 10:55 am	Raising Fees in a Declining Fee Environment — Moderator: John Moninger, Managing Director Retail Sales, Eaton Vance Advisor Institute — Jordan Waxman, Nucleus Advisors
10:55 - 11:05 am	Marketing Your Forbes Recognition — Introduction: Jac McLean, Senior Managing Director, New York Life Investments — Jessica Sibley, Chief Revenue Officer, Forbes — Kent Pearce, Merrill Lynch Wealth Management
11:05 - 11:20 am	Networking/Refreshments

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TIME	SESSION & SPEAKER
11:20 - 11:55 am	CONCURRENT BREAKOUTS 1. The 5 Behaviors of Top Performing Teams - *Margaux 1* — Moderator: Jac McLean, Senior Managing Director, New York Life Investments — Alyssa Moeder, Merrill Private Wealth Management — Greg Vaughan, Morgan Stanley Wealth Management 2. Maximizing Your Business - *Margaux 2* — Brian Gallery, Head of Strategy & Consulting, First Trust Advisors 3. Defensive Investing in an Expensive Market– La Fluer 2 — Joel Greenblatt, Managing Principal & Co-CIO, Gotham Funds Opportunities & Risks in a 10-Year-Old Bull Market — Chris Davis, Chairman & Porfolio Manager, Davis Advisors 4. Impact of Disruptive Technology - *La Fluer 1* — Moderator: Steve Hefter, Wells Fargo Advisors — Manish Gupta, Associate Portfolio Manager & Sr. Research Analyst, First Eagle 5. How Investors are Using Real Estate to Find Yield - *Latache 2* — Moderator: Steve Stroker, Chief Executive Officer, Black Creek Group — Victor Livingstone, Morgan Stanley Private Wealth Management — Jason Mingelgreen, Stifel
11:55 am - 1:30 pm	**General Session** - *Lafite Ballroom*
11:55 am - 1:05 pm	Lunch with Steve Forbes — Introduction: Bill Fagan, Director, KraneShares — Randall Lane, Chief Content Officer, Forbes — Lunch with Steve Forbes a. Introduction: Glenn Smith, National Sales Manager, Baron Funds b. Steve Forbes, Chairman & Editor in Chief, Forbes Media
1:05 - 1:20 pm	A Silicon Valley Insider's Perspective on Technological Innovation & Venture Capital — Abhi Arun, General Partner, Alkeon Capital
1:20 - 1:35 pm	Transition to Breakouts
1:35 - 2:10 pm	CONCURRENT BREAKOUTS 1. What Top Teams are Doing to Drive Organic Growth - *La Fluer 1* — Moderator: John Cianciulli, President, Team Edge Consultant — Bill Corbellini, Merrill Private Wealth Management — Scott Siegel, Morgan Stanley Wealth Mangement 2. Leading a Synergistic Team - *Margaux 2* — Moderator: Paul Brunswick, CEO Advisor Institute, Invesco — Gerry Klingman, Klingman & Associates — Dan Torbeck, UBS Financial Services — Rupa Jack, Morgan Stanley Wealth Management 3. HNW Team Structures and Compensation Strategies - *Margaux 1* — Moderator: Michael Schweitzer, Senior VP & Head of HNW Strategy & Distribution, Capital Group | American Funds — Greg Smith, RW Baird 4. Managing Legacy Wealth: The Great Wealth Transfer - *La Fluer 2* — Moderator: Jan Blakeley Holman, Director, Thornburg Investment Management — Mary Deatherage, Morgan Stanley Private Wealth Management — Ghislain Gouraige, UBS Private Wealth Management
2:10 - 2:25 pm	Networking/Refreshments
2:25 - 5:30 pm	**General Session** - *Lafite Ballroom*
2:25 - 2:45 pm	Credit Worthy: Where Opportunities Lie Across Public and Private Credit — Jimmy Levin, Chief Investment Officer, Sculptor — Jeffrey Rosenberg, Managing Director, BlackRock — Moderator: Ron Insana, Senior Advisor, Schroders, sponsored by Hartford Funds
2:45 - 2:55 pm	SHOOK Talks: Adding Value in Diminishing Fee Atmosphere — Moderator: Robert Bruno, President, First Eagle Funds Distributors & Head of Distribution, First Eagle Funds — Raj Sharma, Merrill Private Wealth Management
2:55 - 3:10 pm	Outlook on the Market and What's Ahead — Bob Doll, Chief Equity Strategist & Senior Portfolio Manager, Nuveen

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3:10 - 3:15 pm	SHOOK Talks: Top Advisor Shares Best Idea — Introduction: Jeff Nye, Senior Vice President, Cohen & Steers — Jim Moriarity, Morgan Stanley Private Wealth Management
3:15 - 3:25 pm	SHOOK Talks: Meaning...Building into Team Culture & Articulating to Clients — Moderator: Ryland Pruett, Executive VP & National Sales Manager, BNY Mellon — Amir Mossanen, SunTrust
3:25 - 3:40 pm	Make-A-Wish: A Voice to Inspire...Angelica's Dream Come True — Angelica, Wish Child
3:40 - 3:55 pm	Networking/Refreshments
3:55 - 4:15 pm	Structuring Your Business for the Next Gen of Partners — Introduction: Andrew Wellington, Founder & CIO, Lyrical Asset Management — Jeff Erdmann, Merrill Private Wealth Management
4:15 - 4:35 pm	Brain Health --- Longevity & Peak Performance...What You Need to Do Right Now! — Introduction: Arend Elston, VP & Regional Consultant, SSGA — Dr. Majid Fotuhi - MD/PhD, Nationally Acclaimed Neurologist and Neuroscientist
4:35 - 4:55 pm	Insight from Legendary Investor Bill Miller — Introduction: Josh Stamer, Senior Managing Director, Foundation Source — Bill Miller, Chairman, CIO & Founder, Miller Value Partners — Marvin McIntyre, Morgan Stanley Private Wealth Management
4:55 - 5:00 pm	SHOOK Talks: Top Advisor Shares Best Idea — Introduction: Donald Best, VP & Regional Marketing Manager, Alger — Carrie Coghill, Coghill Investment Strategies
5:00 - 5:25 pm	Fireside Chat with Venture Capitalist, Founder & Author, Ben Horowitz — Ben Horowitz, Co-Founder, Andreessen Horowitz — Ryan Caldwell, Co-Founder & CIO, Chiron
5:25 - 5:30 pm	Closing Remarks — Frank Berland, Managing Partner, SHOOK Research
5:30 - 6:30 pm	Cocktail Reception - *Margaux*
6:30 pm	Dine Arounds

Liz's "Better Half" Event

TIME	SESSION & SPEAKER
3:00 - 3:05 pm	Welcome Remarks — Liz Shook, Chief Operating Officer, SHOOK Research
3:05 - 3:15 pm	Investing In Your Passions: Wine, Watches, Art And More — Michael Solomon, Forbes Life Editor
3:15 - 3:25 pm	Transition to Make-A-Wish Performance - *Lafite Ballroom*
3:25 - 3:45 pm	Make-A-Wish: A Voice to Inspire...Angelica's Dream Come True
3:45 - 3:55 pm	Refreshments/transition to Better Half Event
3:55 - 4:05 pm	Michael Solomon - Forbes Life Editor
4:05 - 4:25 pm	Art as an Investment - An Insider's Perspective with World Renown Expert; His Exciting Story Behind Breaking a World Record — Koji Inoue - International Director, Hauser Wirth
4:25 - 4:40 pm	Q&A - Michael Solomon, Forbes Life Editor & Koji Inoue, International Senior Director, Hauser Wirth
4:40 - 5:00 pm	Kids & Courage...a Make-A-Wish Story
5:00 - 5:25 pm	Brain health—longevity & peak performance...what you need to do right now! — Dr. Majid Fotuhi, MD/PhD, nationally acclaimed neurologist and neuroscientist
5:25 - 5:30 pm	Closing remarks--Liz. — Liz Shook, Chief Operating Officer, SHOOK Research
5:30 pm	Cocktails with Advisors
6:30 - 8:30 pm	Party continues at YSL with lite bites

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Wednesday, February 26, 2020

TIME	SESSION & SPEAKER
7:00 - 8:00 am	Breakfast
8:00 am - 11:05 am	**General Session** - *Lafite Ballroom*
8:00 - 8:10 am	Welcome Remarks — Frank Berland, Managing Partner, SHOOK Research
8:10 - 8:15 am	SHOOK Talks: Top Advisor Shares Best Idea — Malia Morales, Merrill Private Wealth Management
8:15 - 8:45 am	FA Panel: Team Structure and Compensation — Moderator: Frank Famiglietti, Managing Director & Co-Head of U.S. Intermediary Distribution, Morgan Stanley Investment Management — Ryan Sprowls, Wells Fargo Private Wealth — Ali Phillips, Obermeyer Woods — Richard Zinman, Morgan Stanley Wealth Management
8:45 - 9:00 am	The Perception & Reality of China & Emerging Market Investing — Introduction: Kyle McGrath, Director, KraneShares — Brendan Ahern, Chief Investment Officer, KraneShares
9:00 - 9:20 am	Fastest Growing Teams — Moderator: Robert Bruno, President, First Eagle Funds Distributors & Head of Distribution, First Eagle Funds — Rich Pluta, Merrill Lynch Wealth Management — Jonathan Kleiman, UBS Financial Services
9:20 - 9:35 am	Networking/Refreshments
9:35 -10:10 am	CONCURRENT BREAKOUTS 1. Diversifying with Alternative Investments- Tax Consideration & Structural Solutions for Wealthy Clients - *La Fluer 2* — Moderator: Ira Millman, Morgan Stanley Wealth Management — Brian Kelly, Global Head of Platforms, Millennium Management — Laurie Katz, Partner, GoldenTree Asset Management — Robert Beauchamp, Head of Private Wealth Group, Zurich North America 2. You Can't Buy Time - Effective Time Management - *La Fluer 1* — Moderator: Marc Cohen, Senior Vice President, Strategic Business Development, LPL Financial — Dianna Smith, Morgan Stanley Wealth Management — Tommy McBride, Merrill Lynch Wealth Management
10:10 - 10:20 am	Transition to Next Breakout
10:20 - 10:55 am	CONCURRENT BREAKOUTS 1. Examples of Excellence - *La Fluer 2* — Moderator: Bob Evans, Senior VP, Fidelity Investments — Jon Jones, Co-Founder & CEO, Brighton Jones — Mike Yelverton, Tiedemann Advisors — Shirley Quackenbush, Merrill Private Wealth Management 2. Building an Intergenerational Practice - *La Fluer 1* — Moderator: Bill McManus, Director, Hartford Funds — Jonathan Buekelman, UBS Private Wealth Management — Richard Jones, Merrill Private Wealth Management
10:55 - 11:10 am	Networking/Refreshments
11:10 - 11:45 am	**General Session** - *Lafite Ballroom*
11:10 - 11:35 am	Becoming the CEO of Your Practice — Moderator: Paul Blease, Head of CEO Advisor Institute, Invesco — Mark Thorndyke, Merrill Lynch Wealth Management — Randy Conner, Churchill Management Group
11:35 am - 11:45 am	The Last Word — RJ Shook, Founder, SHOOK Research