

Monday, June 15, 2026

All Day: Arrivals and Check-In

9:15 – 10:15 AM: Welcome Breakfast – DoubleTree by Hilton London -Tower of London

10:15 – 10:30 AM: **Opening Remarks**

10:30 AM – 11:15 AM: **From Challenges to Solutions in Asset Management** – Benjamin Reed-Hurwitz, ISS Market
A candid look at the industry’s biggest pain points—followed by what’s actually working. This session sets the tone by moving beyond identifying problems to showcasing real, implemented solutions across distribution, marketing, and operations.

11:15 – 11:30 PM: Networking Break

11:30 AM – 1:00 PM: **Monday Morning Breakout Sessions:**

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- Session 1 The Near-Term Automation Opportunity: What Distribution Can Hand-Off to AI Now*
 - Session 2 What Sales Teams Actually Want from AI and Technology*
 - Session 3 CRM for Distribution: Data Models, Integration, and Best Practices*
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1:00 - 2:15 PM: Networking Lunch – City Café – Lobby Level

2:15 – 2:45 PM: **Go-to-market measurement** – Simon Daniels, Principal Consultant, Accenture Song
In this session we will explore the best practices recommended for clients to address the ongoing challenge of demonstrating the value of marketing and sales investments.

2:45 - 3:00 PM: Networking Break

3:00 - 4:30 PM: **Monday Afternoon Breakout Sessions:**

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- Session 4 Activity Capture in CRM: Getting Sales to Log What Actually Matters*
 - Session 5 Alternatives Distribution in Asset Management*
 - Session 6 Data Integration Challenges and Solutions*
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4:30 - 4:45 PM: Networking Break

4:45 - 5:30 PM: **Peer Exchange: Structured Networking: Fast, Focused, Peer-Driven**

5:30 PM: **Evening Reception – Rooftop-Wildside- DoubleTree by Hilton London**

Tuesday, June 16

8:00 AM: Registration and Networking Hot Breakfast

9:15 AM: Welcome and Morning Kickoff

9:30 - 10:15 AM: **AI in Asset Management – From Hype to Execution** – Rob Crisp, Head of Solutions EMEA, Blueprintx
“Where AI is getting implementing (and where it sticks!)”, “Real life measurement examples of marketing and sales using AI”, “Within martech, where AI met expectations and where it didn’t”, “Where within the martech stack, are firms deploying the most impactful AI use cases?”

10:15 – 10:30 AM: Networking Break

10:30 - 11:45 AM: **Competing with Discipline in a Constrained Market** – Gemma Cowie, Head of Global Growth Solutions, Broadridge
Discuss how an integrated four-stage approach helps clients plan ahead effectively and confidently launch and expand their cross-border footprint.

12:00 – 12:45 PM: Networking Lunch – City Café – Lobby Level

12:45 – 1:30 PM: **Modern Sales Enablement** – Patrick Murphy, CEO, XALT Technology

This session walks through the journey from generic templating to genuinely client-specific engagement: how to guide sales teams with the right context at the right moment, how to build an insights first organisation, how to scale personalisation without scaling headcount, and where LLM-based AI fits into the picture as an enhancement layer but not one that comes before humans.

1:30 - 3:00 PM: **Tuesday Afternoon Breakout Sessions:**

Session 7	<i>Metrics That Matter: How KPIs Are Evolving</i>
Session 8	<i>Improving Client Conversations with Marketing Content</i>
Session 9	<i>Data ROI Reality Check: Why No One Can Prove It (Yet)</i>

3:30 - 4:00 PM: **Closing Session: From Ideas to Action: What Are You Taking Back?**

4:00 PM: Closing Reception

5:00 PM: Conference Concludes