

## **Behavioral Finance and Wealth Management Seminar**

**2008/03/10**

The Institute of Behavioral Finance is proud to announce a series of seminars on Behavioral Finance and Wealth Management Seminar to be held in April 2008 by leading American Author and Speaker on the subject, Michael Pompian.

Delegates will have a rare opportunity to gain knowledge on the practical application of Behavioral Finance in the Wealth Management process.

Michael Pompian is the author of Behavioral Finance and Wealth Management: How to build Optimal Portfolios that Account for Investor Biases (Wiley 2006). Each registered delegate will receive a copy of this book. He is currently working on a second book that will be published in early 2009 entitled "Advising Ultra Affluent Clients".

Behavioral Finance has gained ground internationally is currently one of the 11 outcomes/study areas for the CFP qualification internationally, and part of the 2008

curriculum in South Africa. The Institute of Behavioral Finance has arranged for this presentation to qualify for 3 CPD points for FPI members.

Please find full details in the attached brochure on venues and the seminar. The seminar is aimed at Wealth Managers, Financial Planners, Investment Advisors, Portfolio Managers, Broker Consultants, Private Bankers, Pension Fund Trustees and Individual Investors.