

The Institute of Financial Planners of Hong Kong
FINANCIAL PLANNING CONFERENCE 2022

SPONSORSHIP PACKAGE



DATE

19 December 2022 (Monday)

TIME

9:45 am - 4:45 pm

VENUE

Meeting Room N101, HKCEC

FORMAT

Physical

***CPD Recognition:**

- 5 IFPHK CE Hours
(including 1 compliance and/or ethics hour)
- 5 SFC CPT Hours
- 5 MPFA Non-core CPD Hours
- 2 IA CPD Hours

*(*Subject to approval.)*

INTRODUCTION

In today's challenging markets, keeping abreast of the best practices in financial planning, learning new financial product features and the latest consumer trends are of paramount priorities to many professional financial planners.

As the leading institute in financial planning, the Institute of Financial Planners of Hong Kong (IFPHK) regularly invites experts across the industry to speak at our conference.

The annual conference reviews and discusses key issues that are pertinent in the arena of financial planning. The conference provides an excellent platform for financial planners to benefit from the wisdoms of the industry's leaders and visionaries, as well as enhance knowledge on the most important industry topics.

PREVIOUS SUPPORTING ORGANIZATIONS



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EVENT HIGHLIGHTS IN 2021

The **IFPHK Financial Planning Conference 2021** was concluded successfully on 30 November 2021 at The Conrad Hong Kong, with participants joining the Conference virtually. It was brought back after a year hiatus and took place via a live-streaming format for the very first time.

The theme of the Conference is **“Rising to Meet New Challenges”** and it attracted viewership from over 250 CFP® professionals and industry practitioners. This flagship event was highlighted by the presence of 18 prominent speakers, including government regulators, financial experts and industry figures shared their insights on financial regulatory updates, retirement planning, and investment trends, as well as opportunities arising from ESG criteria and family offices gaining prominence. The Conference saw an overwhelming positive response from the financial services industry.

EVENT SNAPSHOTS



Book early to maximize your exposure!

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Sponsorship Benefits at a Glance

- 1 Logo exposure on Conference website and key marketing materials, including e-flyers and e-blasts to IFPHK members and non-members
- 2 Name mentioning on Conference Facebook feeds (Number of fans in IFPHK Facebook page: 11,563 as at August 2022)
- 3 Hashtag Sponsors' Facebook pages in Conference Facebook feeds (boosted or regular feeds)
- 4 Active link to recognize / thank you sponsors in Conference-related emails (e.g. invitation to IFPHK members, event acknowledgement and etc.)
- 5 Complimentary tickets x 5 (Valued HK\$10,400)
- 6 Logo exposure on all on-site display (backdrops, conference room, registration counter, projector screen, etc)
- 7 Opportunity for company executive to speak at Conference (Depending on topic suitability & availability; on a first-come, first-served basis)
- 8 Verbal acknowledgement by MC
- 9 Complimentary advertisement in IFPHK Journal - Advisors Today (Valued HK\$12,000)

Sponsor - HK\$45,000

Please contact **Ms. Agnes Lee**, Senior Manager, Marketing and Member Services Department, at **agneslee@ifphk.org** or **2982 7875** for assistance.

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Sponsorship Reply Form

Ms. Agnes Lee | Tel: 2982 7875 | email: agneslee@ifphk.org | fax: 2982 7777

Our sponsorship packages are designed to offer you greater flexibility and better value for money. Your participation is important and will no doubt add to the success of this event. Take advantage of the numerous benefits and book early to avoid disappointment!

Company: _____

Contact Person: _____

Position: _____

Address: _____

Telephone No.: _____ Fax No.: _____

Email Address: _____

To confirm the above sponsorship, please sign at below duly with the company chop, and return a copy to the IFPHK by email to agneslee@ifphk.org or fax to 2982 7777.

Confirmed and Agreed by

(Please sign with company chop)

Name:

Title:

Date: