



2021 OPERATIONS DAY

12:30 p.m.

Welcoming Remarks

[Karen Adams](#), President & CEO, Fundserv

[Paul Bourque](#), President & CEO, IFIC

12:40 p.m. – 1:30 p.m.

CEO PANEL

2020 marked the beginning of a new decade. Carefully set plans were quickly set aside or adapted with the onset of the global pandemic. As the pandemic stretches into a second year, our panel of leaders will reflect on the past year and how it affected their firms and the industry as a whole. How has the integration of remote working affected firms and their day-to-day operations and priorities? This session will then focus on the future operational risks and opportunities facing the Canadian investment funds industry, and the role of innovation and automation.

Moderator:

[Carol Lynde](#), President and CEO, Bridgehouse Asset Managers

Panelists:

[Marc Cevey](#), CEO, HSBC Global Asset Management (Canada)

[Jason MacKay](#), Head of Wealth Management Intermediaries, Canada, Invesco

[Karen Woodman](#), President, Sun Life Financial Investment Services (Canada) Inc.

10 mins

Break

1:40 p.m. – 2:30 p.m.

OPERATIONS & TAX PANEL

The start of a new decade coupled with a global pandemic introduced a new set of challenges for businesses across the world. Our panel of industry experts will share their efforts to streamline the external transfers process and create consensus around Limited Trade Authority notices, and discuss Fundserv's Paperless Initiative. This session will also speak to IFIC's advocacy efforts on operational tax issues, the significant penalties and other changes that came into effect this year to the CRA's FATCA and CRS guidance, as well as how these changes will impact businesses moving forward.

Moderator:

[Blair Munn](#), Senior Vice President, Dealer Relations & Knowledge Programs, IFDS

Panelists:

Tax Update: [James Carman](#), Senior Policy Advisor, Taxation, IFIC

FATCA/CRS Update: [Jill Nicholson](#), Partner, Financial Services Organization Tax Practice, Ernst and Young

Transfers: [Mark Salvarinas](#), Program Manager, WFG Canada

LTA's: [Sarveet Pamerter](#), Manager, Client Services - Canada Transfer Agency, Franklin Templeton

Fundserv: [Russ White](#), Director, Product Management, Fundserv and [Aidan Coulter](#), Industry Engagement Lead, Fundserv

2:30 p.m. – 3:20 p.m.

REGULATORY PANEL

As the investment funds industry navigates a global pandemic, there has been an urgency to understand how new technologies and innovation can address and enhance operational efficiencies. This panel brings together regulatory leaders to reflect on the industry and regulatory response to COVID, and look ahead at opportunities for improvement. Panelists will also provide updates on a number of regulatory initiatives impacting the industry including: the Client Focused Reforms, IIROC’s Dealer Member Plain Language Rule Book, full cost disclosure, and the OEO trailer ban.

Moderator:

[Janet Salter](#), Senior Policy Advisor, IFIC

Panelists:

[Deb Foubert](#), Director, Compliance and Registrant Regulation, OSC

[Brett Konyu](#), Manager, Member Education and Membership Services, MFDA

[Richard Corner](#), Vice President and Chief Policy Advisor, Member Regulation, IIROC

10 mins

BREAK

3:30 p.m. – 4:20 p.m.

EFFICIENCY & INNOVATION PANEL

Due to advancements in technology, increasing regulatory requirements and industry dynamics, today’s wealth managers are looking for opportunities to do more for less and innovate to be successful. This panel will discuss and explore the potential of technology and other methods to foster greater efficiency and support innovation across the investment funds industry, including: leveraging lean six sigma concepts, automation, and digitization/e-signatures. Panelists will also discuss industry case studies to reinforce how the adoption of technology can improve regulatory compliance, client-facing and back-office processes, and other industry imperatives.

Moderator:

[Chris Enright](#), President & Managing Director, Aligned Capital Partners Inc.

Panelists:

[Lori Weir](#), CEO, Four Eyes Financial

[Tony Falcioni](#), Director, Full Service Domestic Operations & Strategy, IFDS

[Braunwyn Currie](#), Associate Vice President, Mutual Funds Operations, TD Wealth Shared Services

4:20 p.m. – 4:35 p.m.

COMMUNICATING WITH INFLUENCE

Achieving influence is difficult even under perfect conditions - and as many of us are experiencing, it’s even more challenging in virtual environments. We need every possible advantage to successfully connect, engage and influence diverse virtual audiences.

A former international defence expert, Gregor Jeffrey used his own communication challenges as the impetus to study the science behind effective communication. Through his research he discovered that the key to communicating successfully is found in neuroscience. He will show how we can apply cognitive science to overcome some of the barriers we face in virtual scenarios - and achieve influence every time we communicate.

Closing Speaker

[Gregor Jeffrey](#), Founder, Jeffrey Strategic Inc.

4:35 p.m. – 4:45 p.m.

Closing Remarks

[Paul Bourque](#), President & CEO, IFIC