

# SAFAA WEBINAR SPONSORSHIP proposal



The Stockbrokers and Financial Advisers Association (SAFAA) is the professional body for the stockbroking and investment advice industry. Our members are Market Participants and Advisory firms which provide securities and investment advice, execution services and equity capital-raising for Australian investors, both retail and wholesale, and for businesses. Practitioner Members are suitable qualified professionals who are employed in the securities and derivatives industry.

Developed by the industry, for the industry, our bespoke and educational content is integral to ensuring practitioners can apply their learning in the workplace and remain up-to-date. We cover content relevant to the professional standards required by FASEA and TPB as well as the real-world knowledge and experience required to operate in capital markets.

Our SAFAA-accredited CPD workshops attract between 50 and 100 participants, with an average 65% live participation rate, and are offered free to our members. Between two and four webinars are scheduled each month. The hour-long webinars include the opportunity for Q&A as well as a brief quiz.

## Proposed topics

- ✓ Alternative investments – private equity; hedge funds; infrastructure
- ✓ Analysing listed investment trusts
- ✓ Clean energy and client portfolios
- ✓ Cyber-security – tips for adviser
- ✓ Communicating with clients in the digital environment
- ✓ Effective documentation practices for advisers
- ✓ Embracing diversity to meet changing client profiles
- ✓ Fundamentals of behavioural finance – overconfidence bias
- ✓ Generating income in a low yield world
- ✓ Handling client monies: a refresher
- ✓ Holistic approach to advice
- ✓ Impact investing – management and measurement
- ✓ Portfolio construction for the risk-averse
- ✓ Talking multi-family office wealth
- ✓ Using innovative technology for growth and success
- ✓ Value investing
- ✓ Working with multi-generational clients and staff



**Stockbrokers and  
Financial Advisers**  
Association

Sponsorship offer **\$5,500 including gst** for a six-month period

- ✓ **Webinar presentation:** you will have the opportunity to engage directly with our webinar series either through moderating, presenting or as a panel participant within your area of specialty.
- ✓ **EDM opportunity:** following the webinar we will send a dedicated email to the attendees on your behalf.
- ✓ **Branding:** your company brand will be included on all webinar EDMs (between 14 and 18 EDMs over a six-month period) that reaches a circulation of up to 8,000 including the employees of our 29 principal member firms.
- ✓ **SAFAA website:** your company logo will be placed on our webinar landing page that will guarantee you a highly viewed positioning within the registration process with a link to your website.
- ✓ **SAFAA Monthly:** opportunity to include two half-page ads (190mm wide x 130mm deep) plus an educational article targeted at advisers and stockbrokers. Distributed monthly, this newsletter is sent directly to members, as well as to Head of Desk, Heads of Advice, Heads of Compliance and CEOs for distribution via the respective organisation's intranet. A reduced version is also sent to non-members. This has a reach of up to 8,000 brokers and investment advisers.
- ✓ **SAFAA Newsroom:** opportunity to include two articles in this monthly e-newsletter sent to those working in investment advice and affiliated stakeholders with an open rate of 66%.

## Why sponsor

Our webinar sponsorship will provide you with the golden opportunity to increase your ability to capture new enquiries and lead generation.

- ✓ **Showcase your expertise:** the opportunity to participate in a webinar and contribute educational articles will promote your organisation as a specialist in your field of expertise.
- ✓ **Direct promotion:** provides the opportunity to promote your product or service directly to those most interested.
- ✓ **Brand promotion:** regular brand promotion via our EDMs, *SAFAA Monthly* newsletter, *SAFAA Newsroom* and website over a six-month period will ensure that your brand remains at the forefront of members' minds.
- ✓ **Niche market exposure:** Cost-effective exposure over a lengthy period of time.
- ✓ **Brand alignment:** align your firm and brand with the key association representing the stockbroking and investment advice industry.

You will engage with professionals working in:

- ✓ executive management
- ✓ sales trading
- ✓ financial and wealth advice
- ✓ operations
- ✓ compliance & risk management
- ✓ research

For more information please contact

**Silvana Eccles**

Education & Operations Manager

[silvana.eccles@stockbrokers.org.au](mailto:silvana.eccles@stockbrokers.org.au)

0412 938 466

