



IFAs network at Masthead's Professional Development Day

Masthead's Professional Development Day, a popular annual event for independent financial advisors, support staff and Masthead product partners and suppliers, kicked off in August 2011 and ran through September in nine venues across the country.

The event was well attended, with some venues drawing record attendance of both members and non-members.

"IFAs value the opportunity to network with Masthead, our product partners and suppliers, as well as each other," said Ian Middleton, Masthead MD. "Our interaction reinforced the theme that we are 'stronger together' and provided encouragement and education."

Addressing the audiences, Middleton sought to extinguish IFA doubt about the future. "We all go through moments when we question whether there is a future for independent financial advice or whether we should be looking for alternative career options. Masthead believes unequivocally that the future for independent financial advice is positive. Together, we can deal with the challenges facing our industry and the IFA," said Middleton.

Other speakers at the Professional Development Days were drawn from some of Masthead's 26 product partners and preferred suppliers, including Sanlam, Old Mutual, Liberty, Snyman van der Vyver, FMI, Southern Cross, iTransact and 1Com. Masthead's Andre le Roux fulfilled the role of master of ceremonies.



ABOVE: **Ian Middleton**, Masthead managing director, said the future is positive for IFAs. He reinforced that member advisors are stronger together with Masthead.

BELOW: Exchange traded funds are a low-cost alternative to unit trust investments and can be accessed via iTransact's investment platform, said **Lance Solms**.



ABOVE: **Andre Hickson, Wayne Martin, Reza Adhikarie and Deon Victor** – some of the Masthead team.



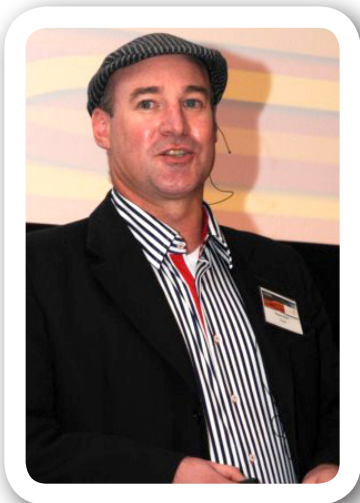


ABOVE: **Robbie Grech** of Liberty encouraged IFAs to love their clients by listening, observing, verbalising and empathising.

BELOW: Masthead members **Anton van Wyk** and **Jacques Brand** with **Shamil Johadien** from Old Mutual enjoyed the event.

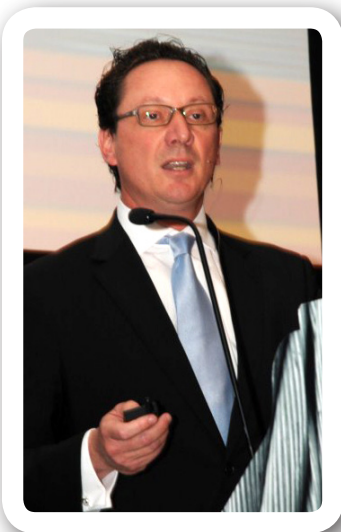


RIGHT: Your PI cover should be your last resort, advised **Inus Marais** of Snyman van der Vyver. With the Consumer Protection Act, more claims are expected in future, so it is increasingly important to keep a paper trail to show you have done your job well.



ABOVE: 1Com underwrites a full range of products to meet the needs of every client, said **Wayne Mann** of 1Com. He encouraged IFAs to rate their policies on the 1Com website and correspond online with the business.

BELOW: **Marcel Bradshaw** of Sanlam outlined the investment products that are ideal to recommend to clients in uncertain, volatile times.



ABOVE: Master of ceremonies, Masthead's **Andre le Roux**.

