

FINtel 2009

The Financial Intelligence Business Summit for Risk Managers

Grandhotel Schloss Bensberg - Köln, Germany
9 & 10 November

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What is FINtel Summit?



FINtel is a business summit designed for risk managers, controllers and compliance officers from financial institutions representing the global financial industry. FINtel gathers a high level audience composed of C-level executives looking for answers on how to improve risk management and risk control strategies within their organizations.

During the 2 days of FINtel all delegates will be involved in discussions about strategies and solutions that can enhance their management in governance, compliance, liquidity risk, market risk, risk control, stress testing and more.

The FINtel Summit is an event produced and organised by Endeavour Events. Endeavour Events is specialised in the production of international business summits for senior executives from European Fortune 500 companies. Endeavour Events offers its clients a unique and dynamic product. The business summit concept allows for a maximum level of interaction through pre-arranged one-to-one business meetings, networking, workshops, presentations and think tanks producing long lasting and sustainable business relationships.

Please visit www.endeavourenevents.com for more information.

Why FINtel Summit?

Financial Institutions are still being challenged by the Financial Crisis. Even those who managed to survive and succeed in the current scenario need to recognise that Risk Management, Control and Compliance was being neglected by the players and regulators in the Financial industry.

The step forward for Financial Institutions will lead them to a more regulated environment asking for more transparency and control managing the risks. Any professional working in Risk Management, Control and Compliance will have to adapt to the New Financial Order after the crisis.

Why the Business Summit format would Work for you?

This is the largest and most innovative summit devoted entirely to Risk Management and Risk Control related topics. FINtel will bring a hands on solution to the problems the financial industry faces and underline the importance of implementing solutions.

All leading firms involved with managing market risks will need to attend to mix with leading experts and players, shaping change in the global financial business.

This summit is designed to attract experts from financial institutions from both the buy and sell side and is the perfect opportunity to meet and network with these experts during the two days of the summit, which will make this event informative, challenging and business changing for all those in attendance.

FINtel sets the scene for you to meet prospective clients and present your solutions as the answer that the buyers are looking for.

Where FINtel Summit?

FINtel Summit venue is the Grandhotel Schloss Bensberg in Köln, Germany. Nestled in beautiful surroundings with a wonderful view of Cologne Cathedral. All of the amenities expected of a first class hotel await you there: a unique atmosphere, 3 Michelin-star cuisine from the Best Chef de Cuisine from Germany Joachim Wissler at Restaurant Vendôme, Italian flair and cuisine in our Trattoria Enoteca with wine shop, generous Wellness treatments in the Beauty & Spa as well as exquisite comfort and the highest calibre of personal service.

For more information about the venue please visit: www.schlossbensberg.com



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How are the delegates invited/selected?

The delegate audience is the decisive "factor" in the success of our business summits. Our Production Managers identify the Risk Managers, Controllers, Compliance Officers and others decision-makers that are the budget holders and are most likely to purchase and implement new risk-related products, services and solutions in the next 6-12 months. The delegates are therefore very carefully screened in order to make sure only decision-makers with serious projects in mind are offered an opportunity to attend our business summit and conduct meetings with solution providers. Each delegate is personally interviewed by our Production and Delegate Acquisition Managers and then asked to fill in a detailed questionnaire that allows us to see if a delegate fits the required event profile.

The personal interview and the questionnaire have been introduced into the delegate acquisition process in order to confirm that each delegate fulfills the 3 selection criteria:

- he/she is a decision-maker (Heads of Departments, Budget holders)
- he/she is personally in charge of IT budget for the company (minimum € 5 million per annum)
- he/she is looking to purchase and implement risk-related solutions in the next 12 months.

If a delegate fulfills the above requirements, he/she is asked a series of "open questions" in order to identify the main areas within risk management, control, compliance and IT functionality that are of interest to his/her, specific solutions, services he/she is looking to implement in the next 12 months and which solution provider companies would he/she be most interested in meeting. Most of the solution providers we invite to our business summits have been recommended by the potential buyers themselves.

This is why we are confident in our solution providers' ROI at our business summits.

Our Delegates and Why You Should Meet Them:

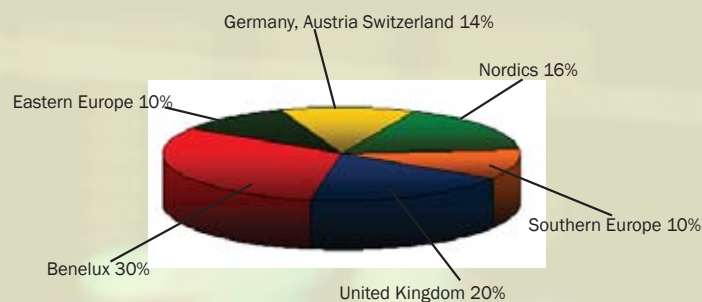
Our delegates are top level executives involved in controlling risks within the Compliance and Risk Management departments within Europe's largest Financial Institutions. They are looking to implement solutions and supporting IT functionality.

Delegates' Jobtitles:

- CEO
- CFO
- Heads of Risk Management
- Heads of Risk Control
- Heads of Compliance
- Heads of Internal Audit
- Heads of Treasury
- Heads of ALM

The Delegates: Country Break Down

This is an analysis from the delegates who attended the previous FINtel Summit:



zetVisions - Thanks to the Endeavour team. You set me up with strategic C-level management which will definitely help me focus on real opportunities. Like I said before: It is not what you know, it is who you know. Due to your improvisation skills I was able to get the maximum exposure building my network. Thanks for your support, diligence and positive attitude. Kind regards and see you soon. Stay the team you are.

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What are the solution provider categories at the FINtel Summit?

Based on the feedback we have received from our target audience from a comprehensive survey of over 200 executives within the fields of Financial Services from investment banks across Europe, we have identified the following pertinent subject areas:

Risk Management Solutions Risk Control Solutions

for Liquidity Risk
Market Risk
Credit Risk
Counterpart Exposure

Monitoring Solutions Reporting Solutions

for Internal Control and
Treasury Departments
for Treasury Departments
to the Regulators

Governance and Compliance Solutions Analysis on Credit Scenario Solutions Internal Audit Solutions Risk Analytics Solutions Stress Testing Solutions

One-on-one meetings:

Each solution partner is given access to the delegate information several weeks prior to the event:

- Delegate name, profile (including job title, scope of responsibility).
- Company profile.
- Indication of the budget and the areas of interest.



Based on this information, solution providers make requests for meetings via our interactive event website. Invitations for meetings are forwarded directly to the participating delegates. This is then forwarded to the delegates allowing them to request meetings with the solution provider companies. Each summit participant has an opportunity to create his/her own agenda for the duration of the summit several weeks prior to the event taking place. All summit participants are invited to interact with each other in order to set the agendas for their meetings so that time is not wasted on unnecessary introductions.

Speaking opportunities / workshops:

Depending on their sales strategy, solution providers have an opportunity to either deliver a presentation or conduct a workshop for a select group of delegates at the summit.

We strongly recommend solution providers to use their top clients as speakers and the "reference selling" technique during their client case study presentations.

Workshops are interactive, more technically-orientated sessions/discussions conducted for a select group of delegates. Workshops are offered to those solution provider companies that have either been specifically recommended by the attending delegates or those providing solutions/services in the areas that many delegates have shown a high level of interest in.

The topics of all presentations and workshops are to be decided upon by the solution partners together with our Production Manager responsible for the event program. All presentations and workshops are promoted via our interactive event website to allow delegates to register for them in advance.

Alcatel-Lucent - Very impressed with the quality of the delegates. Was also happy to see Alcatel Lucent as only Telecommunication vendor, which meant the Solution Partner mix was very fresh for the delegates. Staff was very professional and friendly which added to the warm sense of hospitality. Several opportunities have been identified, so overall success.

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What will my typical day at the FINtel Summit look like?

08:00 - 08:45	Breakfast with Delegates & Registration
08:45 - 09:00	Welcome Coffee
09:00 - 09:45	Presentation
09:45 - 10:00	Coffee Break
10:00 - 10:30	Meeting
10:30 - 11:00	Meeting
11:00 - 12:45	Panel Discussion
12:45 - 14:00	Lunch
14:00 - 14:30	Meeting
14:30 - 15:00	Meeting
15:00 - 15:45	Presentation
15:45 - 16:00	Coffee Break
16:00 - 16:30	Meeting
16:30 - 17:00	Meeting
17:00 - 18:30	Panel Discussion
18:30 - 22:00	Cocktail Reception & Welcome Dinner

"This has been one of the best organized events ever attended; a lot of very relevant solution providers."

Fortis
Delegate

Reasons why FINtel Summit is a success:

Personal invitations	All delegates are personally invited to our business summits to ensure uniformity and seniority of the delegate audience.
Tailor-made programme	All delegates are personally interviewed to identify the main areas of concern for each and every one of them and to make sure they are "in the buying mode". FINtel Summit is produced based on the delegates' feedback. Our Production team makes sure that all delegates are: <ul style="list-style-type: none">• Decision-makers• Have personal control over the company's budget and are looking to purchase and implement Risk Management, Risk Control, Governance Risk and Compliance IT solutions and services in the next 6-12 months.
One-on-one meetings	The unique business summit model allows top management from solution provider companies to conduct pre-arranged face-to-face business meetings with the decision-makers who have shown interest in their products, solutions and services.
Presentations	The event programme consists of various presentations from industry gurus. Solution providers are invited to have input into the event programme by addressing the delegate audience directly, organising client-case study presentations and facilitating workshops or masterclasses for a select group of buyers.
Networking	You will find yourself "rubbing shoulders" with 60-80 top level executives involved in the Risk Management, Risk Control and Governance process to benchmark and forecast business opportunities. Our summit format allows you not just to have formal meetings, deliver presentations, facilitate workshops and think tanks, but also to have more informal discussions during coffee breaks and free time, as well as to host your most important existing clients and prospects during hospitality functions.
Hospitality	All our business summits take place at the most luxurious locations in Europe. This allows not just for a very productive business environment, but also for an opportunity to relax and simply enjoy the 5-star surroundings and all the leisure facilities of the venue.

The Dates

FINtel Summit is a 2-day event that it will take place in November 2009. The event programme is a busy one – we encourage all attendees make the most of the 2 days to make sure not too much time is spent away from their offices.