



The CFA Society of the Philippines

Presents a seminar on

**"WHEN MARKET MISBEHAVES: HOW TO PROFIT FROM IT"
A Behavioral Finance Approach to Asset Allocation**

By

MR. JEAN L.P. BRUNEL, CFA
Managing Principal, Brunel Associates

Thursday, April 8, 2010, 2:00PM to 4:00PM

Reading Room, Filipinas Heritage Library, Makati Avenue, Ayala Triangle, Makati City

Synopsis:

This presentation demonstrates how the seemingly irrational behaviors of the market can be used to help investors better allocate their capital among different asset classes. The presentation begins with a review of several major behavioral finance findings and moves on to propose a set of four potential fundamental investment objectives, among which investors must prioritize and use to allocate their investment capital. The presentation then explains subportfolios specifically geared to deliver on each of these objectives. The overall strategic asset allocation is derived from aggregating these subportfolios into a single whole.

About the Speaker:



Mr. Brunel is the Managing Principal of Brunel Associates, a firm offering wealth management consulting services to ultra-affluent individuals. He spent the bulk of his career in the investment management group of J.P. Morgan, where he worked in the United States and abroad from 1976 until his retirement in the spring of 1999. In 1990, he assumed the position of chief investment officer of J.P. Morgan's global private bank, where he focused on the issues of special concern to individual investors, such as tax efficiency and downside risk protection. Prior to that, he served in New York, Tokyo, Hong Kong, Singapore, and Melbourne in various investment and managerial capacities. Upon retiring from J.P. Morgan, he started consulting for wealthy individuals and the institutions that serve them. He served as chief investment officer of private asset management at U.S. Bancorp, a position he held until June 2001 when he left to found Brunel Associates.

Mr. Brunel is the editor of the *Journal of Wealth Management*, has participated in various taskforces for CFA Institute, and was a trustee of the Research Foundation of CFA Institute from 2003 to 2009. He also authored *Integrated Wealth Management: The New Direction for Portfolio Managers*, a book published in 2002 by Institutional Investors and Euromoney Books. A graduate of Ecole des Hautes Etudes Commerciales in France, Mr. Brunel holds an MBA from the Kellogg Graduate School of Management at Northwestern University.

Apart from being a private wealth management expert, Mr. Brunel is also conversant with hedge fund strategies.



As a participant in the CFA Institute Approved-Provider Program, the CFA Society of the Philippines has determined that this event qualifies for 2.0 credit hours. If you are a CFA Institute member, CE credit for your participation in this program will be automatically recorded in your CE Diary.

Seminar Fees:

One Time Special Promo Rate for Members & Candidates

Early bird rate (pay & register on or before March 29, 2010)	:	Php 500.00
Regular rate	:	Php 700.00

Non-Members

Early bird rate (pay & register on or before March 29, 2010)	:	Php 1,500.00
Regular rate	:	Php 1,800.00

Professors/Students (Pls. submit valid school ID with the Registration Form)

Early bird rate (pay & register on or before March 29, 2010)	:	Php 500.00
Regular rate	:	Php 700.00

We give a 10% discount to a group of five or more who register together before April 5, 2010

"We implement a strict No Pay No Admission policy."

SCHEDULE OF ACTIVITIES:

- Registration starts at 1:30pm
- The presentation will start at 2:00pm sharp

INQUIRIES

Please contact Rizchelle Sampang-Manaog at +63 (2) 3971010 loc. 840 / +63 (2) 9643298 / +63 (917) 5904166 or send email to secretariat@cfaphilippines.org.

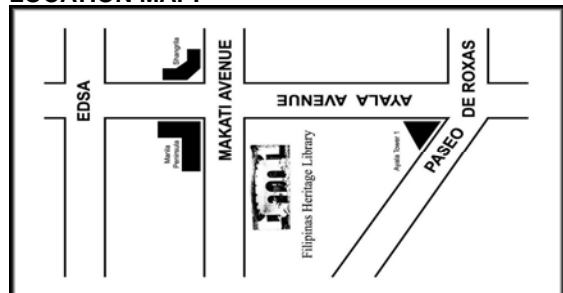
REGISTRATION FORM

Please send the completed Registration Form on or before March 29, 2010 (Monday) for early bird and April 5, 2010 (Monday) for regular, CFAP member, professors, and students to CFA Philippines, Rizchelle Sampang-Manaog, either via email at secretariat@cfaphilippines.org or through fax at +63 (2) 3971011.

PAYMENT DETAILS

You may deposit your payment at any Banco De Oro branches. The BDO Checking Account Name is "CHARTERED FINANCIAL ANALYST SOCIETY OF THE PHILIPPINES, INC." and Account Number is 286-009-3229. Kindly send copy of deposit slip to CFA Philippines Secretariat thru email at secretariat@cfaphilippines.org or fax at +63 (2) 3971011. You may also send a check to Seaoil Philippines Inc., 22nd Floor Taipan Place Bldg., F. Ortigas Jr. Road, Ortigas Center, Pasig City. Please make your check payable to "CHARTERED FINANCIAL ANALYST SOCIETY OF THE PHILIPPINES, INC."

LOCATION MAP:



SPONSORS:

