

CFA FRANCE

Assemblée Générale 2011

Valérie de Kergorlay, our new Society Administrator



- Maintains our website
- Deals with enquiries
- Sends out invitations
- ... and all those other things we don't have time to do!

New website



CFA France

ETHICS IN INVESTMENT MANAGEMENT WORKSHOP
Thursday 09 June, 6.00-8.30pm
COCKTAIL RECEPTION CELEBRATING 500 MEMBERS
Thursday 09 June, 8.30-10.00pm
Paris, France

MORE INFO & REGISTRATION

French CFA Society



The **French CFA Society - Association CFA France** (formerly known as French Society of Investment Professionals) promotes ethical and professional standards within the investment industry, encourages professional development through the CFA® Programme, and facilitates the open exchange of information and opinions.

Recent Announcements

Date	Title
08/06/2011	AGM - Procuration NEW

Upcoming Events

Actions ▾		
Title	Location	Start Time
Ethics in Investment Management Workshop and Cocktail Reception		09/06/2011 18:00
Inflation and Asset Management		23/06/2011 18:30

IRC 2011

- 12 universities
 - Research report on Publicis
 - Maurice LEVY
- 5 finalists
 - HEC
 - DAUPHINE
 - Paris XII
 - IESEG
 - Lille II



WINNERS LILLE 2



special thanks to Don Fitzgerald, CFA who accompanied the team to the EMEA FINAL in Madrid

CFA presentations to Universities

- HEC
- ESSEC
- ESCP Europe
- Dauphine
- Panthéon Sorbonne
- Panthéon Assas
- Rouen

New 2011 Partnership



PANTHEON SORBONNE PARIS I

Master Banque et Finance

Christian de Boissieu

Intense lobbying worked

8 partners in France

MOCK EXAM



Sustained services to growing candidate numbers

- Mock exams – record participation
- Kick-off and Last Tips meetings remain the best-attended meetings organised by CFA France
- Selected statistics : 1782 candidates for the June exam, 338 already registered for December 2011
- Graduation ceremony : enthusiastic new Charterholders (and Charter-pendings)

New : Candidate members

- Candidates can now enjoy many of the CFA France member privileges
 - Email notification of events
 - Free admission to said events
 - Reduced fee for mock exam
- Launched in March 2011, over 100 candidates joined

Events

- October :
 - Jobs evening at the Ritz
- November :
 - Travelling conference
 - Breakfast meeting at FactSet on longevity risk
 - Bob Haugen
- January:
 - Using Options to manage downside risk in investment portfolios (with GARP)

Events

- February
 - IRC – Maurice Lévy – Financiers: comment restaurer une image ternie par la crise et les scandales?
- March
 - Thierry Roncalli – La Gestion Quantitative
- April
 - Zin Bekkali - Investment Opportunities in Africa
- May
 - Nicolas Bolland – Business Modelling

Events

- June
 - 500 members! Ethics workshop and cocktail
 - Jean Médecin – Inflation and asset management

Communication: web site

- A new web site to better communicate with our members and various targets
- Revamped e-mails to members
- Valérie de Kergorlay has done a terrific job
- Next step: keep improving the web site

Communication: PR

- An active Press Relations program
- CFA Institute works with a PR agency (Kablé Communication Finance - KCF)
- KCF organizes regular meetings with journalists
- KCF sends out press releases
 - Info and news on CFA France
 - Info and news on CFA Institute

Communication: advertising

- June/July 2011: advertising campaign using actual charterholders
- French media plan
 - Les Echos, La Tribune, Option Finance (print)
 - Boursorama, lesechos.fr, latribune.fr, agefi.fr, ft.com (web)
- Facebook microsite in French aimed at candidates

Communication: advertising

« Je voulais une formation reconnue internationalement et qui mette en valeur mes compétences. »

NINA DE MARTINIS-MAJSTOROVIC, CFA
Gérante marchés émergents, Amundi



Certaines formations professionnelles vous rendent plus compétent. Une seule vous rend **EXCEPTIONNEL.**

Rendez-vous sur Facebook.com/cfa institute.fr pour en savoir plus sur les avantages du CFA Program, la certification Chartered Financial Analyst et découvrir comment Nina est devenue une collaboratrice d'exception.



facebook

Adresse électronique Mot de passe

Se connecter

Concier ma session active Mot de passe oublié ?

Inscription Facebook vous permet de rester en contact et d'échanger avec les personnes qui vous entourent.

CFA Institute en Français

Organisation à but non lucratif

BIENVENUE

sur la page officielle en français du CFA Institute, l'association internationale des professionnels de l'investissement.

CFA Institute gère les contenus et les examens des programmes Chartered Financial Analyst® et Certificate in Investment Performance Measurement destinés à la communauté financière et développe des actions visant l'équité et la protection des investisseurs dans le monde entier.

Ce site donne une présentation sommaire du CFA Program et des activités de l'association. Pour plus de détails sur nos activités dans le monde, veuillez consulter notre site international www.cfa institute.org

Entrez ici ▶

External recognition

- October 2010 – CFA Institute top management visit Paris
- Increased press coverage

CFA France present internationally

- Society Leadership Conference, Washington
- Large Society conference, Copenhagen
- EMEA conference, Madrid
- Society Leader Retreat, Edinburgh

2011-2012 – so much to do

- European Investment Conference in Paris
- Tidy up CFA France statutes
- Develop more active member participation
- Create a regional presence
- Create a job board

Our sponsors

- Thank you to the following partners for their support
 - FactSet
 - Bloomberg
 - BNP Paribas Investment Partners