



Setting the highest standards
for the Czech investment community

Czech CFA Society

Proposal for cooperation

Who we are

- ▶ Non-profit organization, the 113th member society of the CFA Institute
- ▶ Successfully serving CFA charterholders and CFA Program candidates locally since May 2002
- ▶ Winner of CFA Institute 2009 Revitalization Award
- ▶ Promoting the highest professional and ethical standards in the investment industry
- ▶ Providing a networking platform for investment community as well as other stakeholders
- ▶ www.czechcfa.cz

Members' profile

- ▶ Over 100 members and 330 registered candidates*
- ▶ Candidates typically at entry-level position to investment banking industry, CFA charterholders hold mid to senior level executive positions

Czech CFA Society Board of Directors

- ▶ Lukáš Brych, president – Manager at Ernst & Young Transaction Advisory Services
- ▶ Petra Roberts (née Lapková), vicepresident – Partner at Klímová Roberts & Partners
- ▶ George Formandl, president – Partner at Kilcullen Kapital Partners and EnerCap Capital Partners
- ▶ Lubomír Vystavěl, member – Investment Manager at ING Wholesale Banking
- ▶ Marek Jindra, member – Assistant Director at Ernst & Young
- ▶ Jana Jandová, member – Manager at Deloitte
- ▶ Radka Kučerová, member

* Data as of September 2009. Registered candidates are those candidates who have registered for the CFA Program, but who may not be currently enrolled for an upcoming exam

CFA Institute mission

- ▶ Global, not-for profit member association of investment professionals
- ▶ The mission: “To lead the investment profession globally by setting the highest standards of ethics, education and professional excellence.”
- ▶ Administers the Chartered Financial Analyst (CFA) Program and awards the world-wide prestigious CFA designation
- ▶ www.cfainstitute.org

Current situation

- ▶ 60+ years tradition
- ▶ More than 93.000 members and 130.000 candidates from 131 countries across the world
- ▶ The membership has grown more than fivefold since 1990, when CFA Institute had 15.000 members mostly in the US
- ▶ Growing membership in Asia and Europe in particular
- ▶ Headquarters in Charlottesville, representative offices in Hong Kong, London and New York

About CFA Program

- ▶ The CFA Program is understood as a benchmark of the highest professional excellence and ethical standards on a global basis
- ▶ The CFA designation is one of the most prestigious and respected designation in the investment and financial industry globally
- ▶ Successful pass of three exams during the minimum of three years, four years of relevant work experience and adherence to strict ethical standards is necessary to earn the CFA charter; only 1/5 of enrolled candidates completes the program (excluding no-shows)
- ▶ Topics examined include ethics and standards of professional conduct, investment analysis and valuation, economics and portfolio management
- ▶ More than 82.000 investment professionals has earned the CFA Charter since 1963

CFA Institute is one of the leading, globally recognized organizations in the investment industry.
The CFA designation is increasingly understood as a near equivalent of the prestigious MBA in finance.

Member Demographics*



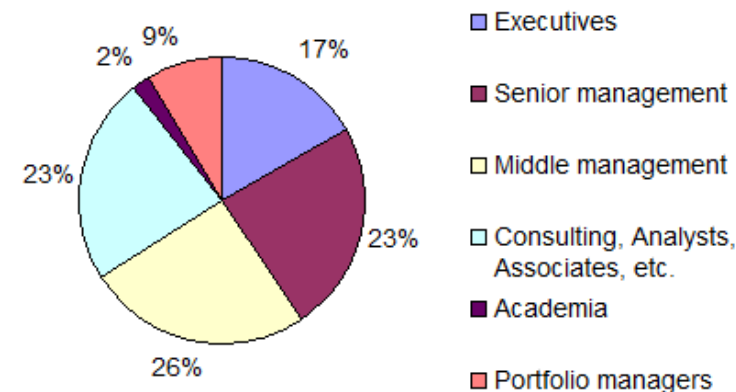
TOP EMPLOYERS OF MEMBERS

- Ernst & Young
- KPMG
- ING
- Generali/PPF
- Deloitte
- Czech National Bank
- Citibank
- Ceska Sportelna
- Tatra AM

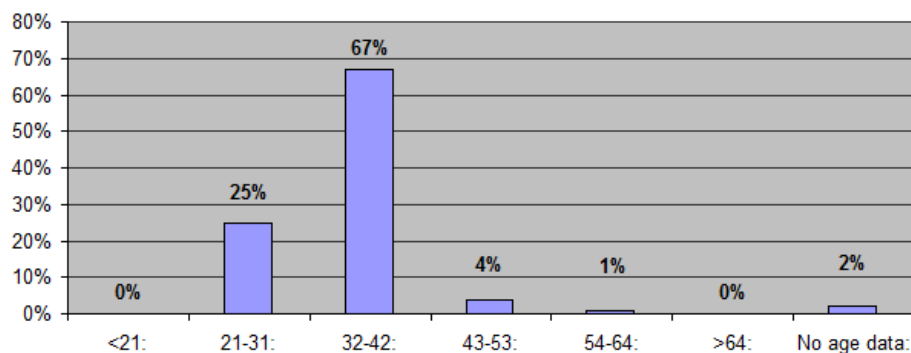
Members by Country of Ordinary Residence

The Czech Republic	70
Slovakia	22
USA	3
Belgium	2
UK	2
Switzerland	1
Hungary	1
Total	101
Total Paying Members	
Charterholders	95
Candidates	6

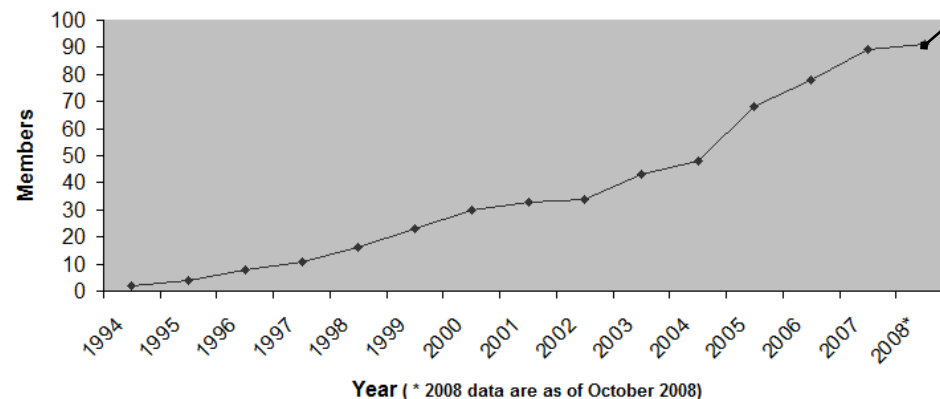
Member positions



Age distribution of membership base



Czech CFA Society Membership



* Data as of September 2009.

The Czech CFA Society has 101 members, 94% of whom hold a CFA Charter

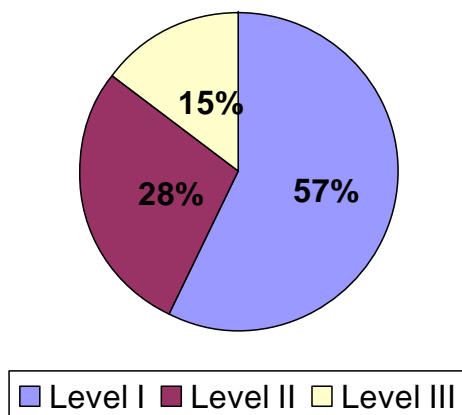
Candidate Demographics*



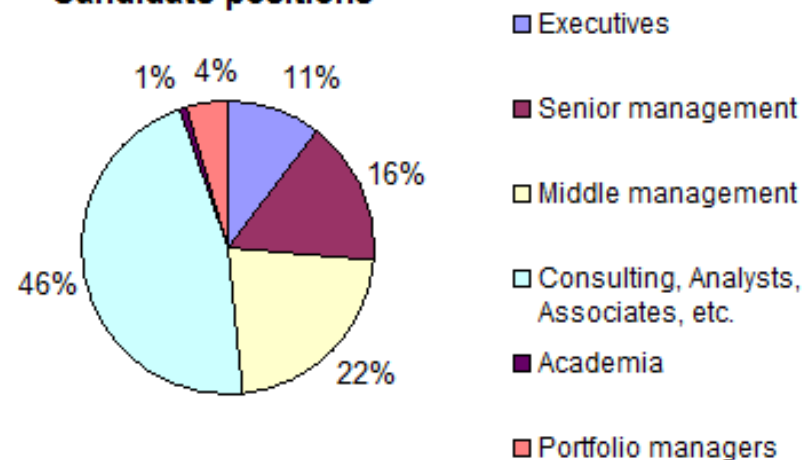
Top employers of candidates

- Ernst & Young
- Atlantik
- PWC
- Česká spořitelna
- Komerční banka
- Czech National Bank
- KPMG
- Erste
- Deloitte
- ČSOB
- PPF
- UniCredit Bank
- Wood & Company

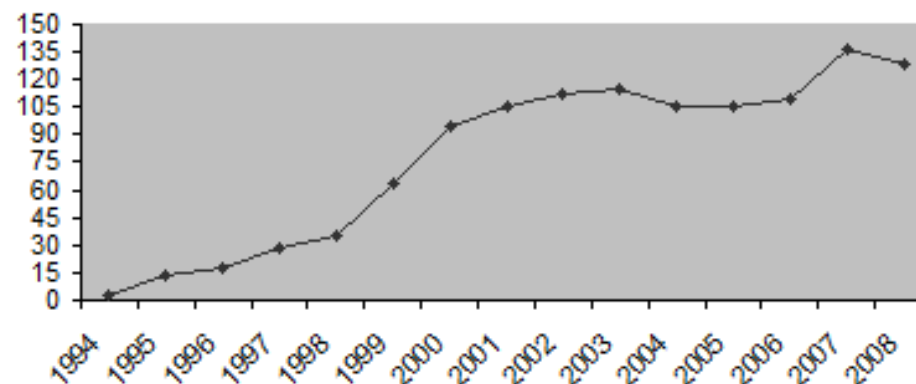
Active candidates split



Candidate positions



Czech CFA candidate enrollment



Active Candidates by Country of Ordinary Residence

The Czech Republic	325
Slovakia	5
USA	1
Austria	1
Total	332

* Data as of September 2009

Czech CFA Society has over 330 registered candidates of which vast majority is directly reachable in the Czech Republic.

Our Events

Charter Awarding Ceremony (1/2)

Event characteristics

- ▶ The awarding of charters to the CFA candidates from the Czech Republic and Slovakia who successfully finished the CFA Program in the current year
- ▶ Typical timing: end of November / beginning of December
- ▶ Target audience: new CFA charterholders, CFA Program candidates and Society's members – mainly young investment professionals
- ▶ The program of the event:
 - ▶ Welcome drink
 - ▶ The Society President's opening remarks
 - ▶ Presentation by a senior speaker on a hot topic or other interesting issue which would draw audience (for past and 2008 speakers see the following slide)
 - ▶ Ceremonial awarding of the CFA charters
 - ▶ Informal networking part of the event follows (buffet dinner)

What is in it for our sponsors

- ▶ Five year tradition – CAC held annually since 2004. Typically up to 50 investment professionals attend the event
 - ▶ Access to future generation of investment professionals, but also more senior professionals (some 30% of attendees)
 - ▶ Recognition of the event's sponsors:
 - ▶ congratulation advertisement for new CFA charterholders published in Ekonom (and/or Hospodarske noviny)
 - ▶ electronic invitation distributed to all Society members and candidates (over 400 investment professionals)
 - ▶ the sponsor's recognition by the Society President at his opening remark at the event
 - ▶ The sponsor's promotion at the event: optional sponsor banner displayed at the venue, sponsor table and promo materials at the foyer, bags for attendees etc.
 - ▶ Cooperation with renown PR agency is currently being negotiated to further increase the event's profile and visibility
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Our Events

Charter Awarding Ceremony (2/2)

Highlights from previous events

- ▶ 2004 CAC: 8 new CFA charterholders
 - ▶ Presentation by **John Vax**, Investment Principal at MT Thaler: 'Hedge Funds: a new asset class or a passing investment fad'; venue: PWC
- ▶ 2005 CAC: 4 new CFA charterholders
 - ▶ **Jaroslav Sopuch**, venture capitalist: 'From seed capital to IPO'; venue: PWC
- ▶ 2006 CAC: 15 new CFA charterholders
 - ▶ **Petr Kobic**, Chairman of the PSE: 'IPOs on the Prague Stock Exchange'; venue: CERGE-EI
- ▶ 2007 CAC: 3 new CFA charterholders
 - ▶ **Klara Klimova**, partner at Klimova Roberts & Partners: 'The importance of Investor Relations for newly listed companies in the Czech equity market'; venue: CERGE-EI
- ▶ 2008 CAC: 9 new CFA charterholders
 - ▶ **Jiri Musil**, Member of the Management Board at Credit Suisse AM: Asset Management – Investment strategy for financial crisis; venue: CERGE-EI



Our Events

Forecasting Dinner (1/4)

Event characteristics

- ▶ Typical timing: mid of February; held since the year 2003
- ▶ The event has been held for the past 6 yrs under the auspices of Mr. Zdeněk Tůma, Governor of the Czech National Bank, in the premises of the CNB
- ▶ Target audience: senior bankers, top management of Czech major corporations, senior representatives of CNB and selected Ministries, with many attending repetitively
- ▶ The program of the event:
 - ▶ Welcome drink
 - ▶ Opening speech typically by CNB Governor or Board representative
 - ▶ Usually three presentations by top Czech, European and global speakers on the future development of the global financial markets or the economy
 - ▶ A short word by the Society's President and awarding of the 'crystal balls' to the speakers
 - ▶ Formal (seated) dinner is served between the presentations
 - ▶ Followed by informal wine-tasting and further networking opportunity in the foyer

What is in it for our sponsors

- ▶ The venue, international speakers and VIP attendees make the event a "must do" in the Czech financial community
 - ▶ Typical attendance: 160-200 people
 - ▶ Recognition of the event's sponsors:
 - ▶ sponsors' logos in all promo materials – advertisement in Ekonom (3 weeks), HN (on the day), iHNed (three-week campaign); printed invitations
 - ▶ sponsors' logos displayed on the main banner at the stage behind the speakers; banners at foyer of the venue
 - ▶ sponsors' marketing materials – sponsor promo table at the foyer; promo gift bags for attendees, sponsor flags on tables etc.
 - ▶ Free VIP tickets – up to a whole round table at the main venue
 - ▶ Media attention (the event is attended by journalists and TV; press release with sponsors recognition is distributed to various media by a PR agency)
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Our Events

Forecasting Dinner (2/4)

Highlights from previous events

- ▶ 2009 speakers included:
 - ▶ Mr. **Zdeněk Tůma**, Governor of the Czech National Bank
 - ▶ Mr. **Tomáš Sedláček**, the Chief Macroeconomic Strategist of CSOB
 - ▶ Mr. **Ľudovít Ódor**, Member of the Bank Board, National Bank of Slovakia
 - ▶ Mr. **Pavel Javorský**, General Manager for CR and Slovakia, MasterCard
 - ▶ Mr. **Jay Taparia**, Managing Director, Sanskar Investments, USA



Our Events

Forecasting Dinner (3/4)

Highlights from previous events

- ▶ In previous events, the opening speech was traditionally held by Mr. **Zdenek Tuma**, Governor of the Czech National Bank
 - ▶ Other past speakers include:
 - ▶ Mr. **Mark Cliffe**, Global Head of Economics and Strategy at ING Financial Markets
 - ▶ Mr. **Donald H. Straszheim**, former Chief Economist of Merrill Lynch
 - ▶ Mr. **Jan Švejnar**, Professor of Economics at University of Michigan and Chairman of the CSOB's Supervisory Board
 - ▶ Mr. **Randall Filer**, Professor of Economics at Hunter College and the Graduate Center of the City University of New York and Visiting Professor of Economics and Senior Scholar at CERGE-EI in Prague
 - ▶ Mr. **Johan Van Gompel**, Head of the Economic Research Department of KBC Asset Management in Brussels and Visiting Professor in International Economics at the European University Sint-Aloysius (EHSAL, Brussels)
 - ▶ Mr. **Larry Speidell**, CFA, Director of Research, Bailey Associates
 - ▶ Mr. **Richard Hokenson**, Founder of Hokenson & Company
 - ▶ Mr. **Piet Lammens**, Chief Economist of KBC Group
 - ▶ Dr. **Michael Ivanovitch**, President of MSI Global Inc.
 - ▶ Mr. **Miroslav Singer**, Vice Governor of the Czech National Bank
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Our Events

Forecasting Dinner (4/4)

Highlights from previous events



Our Events

Other events

Educational and networking events

- ▶ Typically organized on basis of availability of funding
- ▶ Target audience: various (CFA charterholders and candidates, university students, industry professionals)
- ▶ Any contemporary finance-related topic can be presented
- ▶ New programming opportunities currently being launched: Investment Research Challenge
- ▶ 2008/2009 target: 1-2 educational or networking events to be held

Mixer

- ▶ Typical timing: September, after candidates sign up for their December/June exams
- ▶ Networking event (buffet dinner) – the main purpose is to promote the CFA program among investment professionals and to motivate candidates to form study groups
- ▶ Target audience: CFA candidates, Society members, investment professionals
- ▶ In past years up to 50 attendees
- ▶ Attractive cost to efficiency ratio – low budget, a direct contact with the attendees

Post-exam party

- ▶ First Saturday in June, after CFA exams sitting.
 - ▶ Informal networking event
 - ▶ Target audience: CFA candidates
 - ▶ In 2008 and 2009 more than 40 candidates and a number of members attended
 - ▶ Low budget and a very good opportunity to get in touch with Czech young finance professionals and advertise the sponsor
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Our Proposal for Cooperation (1/2)

Sponsorship Opportunities

I. Sponsoring the Czech CFA Society

- ▶ Society level sponsorship means that the sponsor would support all events organized and the philosophy represented by the Czech CFA Society
- ▶ Benefits:
 - ▶ **Image/reputation** – association with a globally-recognized organization which supports self-regulation on capital markets and enjoys a reputation of being a highly-ethical entity – a vital need for every financial institution in today’s turbulent times
 - ▶ **Access to Society members & candidates** – over 430 investment professionals who represent an interesting target group for marketing purposes – high earners and investment decision makers
 - ▶ Over 100 members – mostly senior professionals (see demographics for the seniority of their positions, their top 15 employers and other summary data)
 - ▶ Over 330 registered candidates – a rapidly expanding group of primarily junior analysts and associates in their first years of work experience
 - ▶ **Honorary sponsor recognition** – presentation of the sponsor as the general sponsor of the Society, promotion of his logo on the Society’s home page and all promotional materials (all newspaper ads, event invitations, newsletters to members & candidates etc. would contain a sponsor’s banner)

II. Sponsoring individual events

- ▶ Sponsoring a specific event organized by the Czech CFA Society
 - ▶ Benefits:
 - ▶ **Association with the Czech CFA Society**, benefiting from the prestige of an established event (FD), image of the venue (CNB) and international speakers
 - ▶ **Access to the invitees** through brand name promotion on distributed materials
 - ▶ **Direct contact with attendees** through optional sponsor’s table, promo materials, gifts etc. presented at the event
 - ▶ **Recognition** of the event’s sponsors on all promo materials for the events
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Our proposal for cooperation (2/2)

Czech CFA Society funding and event programming

- ▶ The key imperative for us is to improve or maintain the image and quality of events held; the Forecasting Dinner is the top priority event
- ▶ Czech CFA Society uses sponsorship resources, CFA Institute subsidies, event fees and own resources (membership fees) to finance the events
- ▶ The work performed by the Board is voluntary and not charged for, most of the administrative support is not charged, there is minimal rent, no telephone bills etc.
 - i.e. close to zero administration costs to be paid from the sponsorship resources
- ▶ We have an established cooperation with CNB, Economia, PR agency, catering vendors, venue providers etc.
- ▶ Based on 2008 Forecasting Dinner success, we are aiming at expanding our cooperation with Z1 and PR agencies

Our approach towards potential sponsors

- ▶ We do not intend to sell massively – we are aiming at cooperation with a time span of several years
 - ▶ We favor long-term relationships and for certain sponsorship levels we can guarantee the exclusivity for the entire event in your sector (no direct industry competitor)
 - ▶ We favor multiple event sponsors, but are ready to provide exclusivity for smaller events or for certain sponsorship levels (Level I)
 - ▶ We prefer individual discussions so that all parties get the most out of the cooperation
 - ▶ Sponsor's goal – if we know what the sponsor's goal is we are in a better position to deliver it
 - ▶ Czech CFA Society's goal – the primary goal of any event organized by the Society is to enhance the ethical, educational and professional standards in the Czech investment community
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What we offer to you

Final wrap-up

- ▶ Association with established, globally recognized organization, promoting the highest standards of ethics and professionalism in the financial world
 - ▶ Strong track record in organizing the events sponsored
 - ▶ Various profile of the events and various audiences
 - ▶ Top international speakers
 - ▶ Access to influential industry executives and VIPs as well as young entrants to the industry
 - ▶ Appropriate visibility and access to the events sponsored
 - ▶ Media visibility for top events
 - ▶ Highlighting our cooperation in newsletters to Czech CFA Society members and candidates and the Society's website
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