



**PCMA Western National Conference AGENDA\***  
**November 22, 2018**  
**The Glencoe Club, Calgary Alberta**

<b>8:00AM</b>	<b>Registration</b>	<b>Continental Breakfast</b>
<b>8:30AM</b>	<b>Keynote Speaker</b>	TBC
<b>9:00AM</b>	<b>Executive Update</b>	
<b>9:15AM</b>	<b>Panel Discussion</b>	<b>What is risk/reward in the private markets versus the public markets</b> a. Volatility – public and private b. Retail/Institutional – public and private
<b>9:45AM</b>	<b>Panel Discussion</b>	<b>KYP and the Proposed Client Focused Reforms – EMD and Dealing Representative Perspectives and Impact on Issuers</b>
<b>10:30AM</b>	<b>Networking Break</b>	<b>Coffee/tea snacks</b>
<b>10:45AM</b>	<b>Panel Discussion</b>	<b>KYC and Suitability Determinations and the Proposed Client Focused Reforms – EMD and Dealing Representative Perspectives and Impact on Issuers</b>
<b>11:30AM</b>	<b>Panel Discussion</b>	<b>Dealing Representative Panel – Expert Panel on Legally Compliant Selling</b> <ul style="list-style-type: none"> <li>• How to explain risk factors to clients</li> <li>• Tips on how best to work with clients to complete the paperwork</li> <li>• Expert tips on the selling process</li> <li>• Common client objections and recommended responses</li> <li>• Using leverage – tips and traps and risks for the unwary</li> <li>• Language barriers and how to do a trade</li> <li>• Holding client events</li> <li>• Speaker Panel: <ul style="list-style-type: none"> <li>i. DR representation</li> </ul> </li> </ul>
<b>12:30PM</b>	<b>LUNCH</b>	<b>BUFFET STYLE</b>
<b>1:30PM</b>	<b>Panel Discussion</b>	<b>Wholesaler Panel</b>

*(\*Agenda subject to change)*



		<ul style="list-style-type: none"> <li>a. What they see as good selling practices by top dealing representatives in the business</li> <li>b. Speaker Panel: <ul style="list-style-type: none"> <li>i. Wholesalers [4]</li> </ul> </li> </ul>
1:45PM	Panel Discussion	<b>Types of Registered Plans Offered by Trust Companies and How Dealing Representatives /Investors Can Use them</b> <ul style="list-style-type: none"> <li>a) RRSP / RIF</li> <li>b) TFSA</li> <li>c) LIRA / LIF</li> </ul>
2:30PM	Networking Break	Coffee/tea/snacks
3:00PM	Panel Discussion	<b>Real Estate/Mortgage Investment Issuer Panel [income and growth products]</b> <ul style="list-style-type: none"> <li>• Data metrics for comparing one real estate issuer versus another <ul style="list-style-type: none"> <li>i. Top 10 list of things dealing representatives need to think about when comparing real estate issuers</li> </ul> </li> <li>• Data metrics for comparing one mortgage investment entity issuer versus another <ul style="list-style-type: none"> <li>i. Top 10 list of things dealing representatives need to think about when comparing Mortgage Investment Entities issuers</li> </ul> </li> <li>• How do these issuers make money and generate returns by comparing business models?</li> <li>• How do you compare NAVs among issuers?</li> <li>• How does an issuer underwrite a real estate investment?</li> </ul>
3:45PM	Panel Discussion	<b>Explaining Prospectus Exemptions</b> <ul style="list-style-type: none"> <li>• What do Dealing Representatives need to know to ensure compliance?</li> <li>• Difference between accredited and non-accredited investors</li> <li>• Difference between eligible and non-eligible investors</li> <li>• Completing a net financial asset form</li> <li>• What does “net income before taxes” really mean?</li> </ul>

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		<ul style="list-style-type: none"> <li>• Distributions outside an issuer’s principal selling jurisdiction and which securities laws apply             <ul style="list-style-type: none"> <li>i. ASC proposed deference to local prospectus exemptions</li> <li>ii. How it impacts subscription agreements</li> </ul> </li> <li>• Speaker Panel:             <ul style="list-style-type: none"> <li>i. Lawyers</li> <li>ii. Compliance consultant</li> </ul> </li> </ul>
<b>4:15PM</b>	<b>Panel Discussion</b>	<b>Income Issuer Panel [non-real estate]</b> <ul style="list-style-type: none"> <li>• Data metrics for comparing one income product versus another. Top 10 list of things dealing representatives need to think about when comparing income issuers</li> <li>• Are income products better than growth products? Compare and contrast and discuss whether income or yield is safer or better</li> </ul>
<b>4:45PM</b>	<b>Panel Discussion</b>	<b>Marijuana and the Exempt Market</b> <ul style="list-style-type: none"> <li>• Update on the recent legalization of marijuana in Canada</li> <li>• Discussion about various types of products available for consumers             <ul style="list-style-type: none"> <li>i. Food</li> <li>ii. Beverage</li> </ul> </li> <li>• Discussion about various marijuana markets             <ul style="list-style-type: none"> <li>i. Medical market</li> <li>ii. Recreational market</li> <li>iii. Other?</li> </ul> </li> <li>• Licensing and regulatory update             <ul style="list-style-type: none"> <li>i. Producers</li> <li>ii. Distributors</li> <li>iii. Other</li> </ul> </li> <li>• Opportunities outside of Canada</li> <li>• Short, medium and long-term outlook             <ul style="list-style-type: none"> <li>i. Is there a cannabis bubble?</li> <li>ii. Opportunities outside of Canada</li> </ul> </li> </ul>
<b>5:30PM</b>	<b>Networking/Cocktail Reception</b>	<b>Sponsored by: TBC</b>

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