



Private Banker

LUXEMBOURG 27 MARCH 2012



PRIVATE BANKER 2012

LUXEMBOURG, MARCH 27TH

350 key decision makers are expected for the third edition. An original structure of a day of keynotes and panels in plenary sessions interspersed with expert masterclasses and networking sessions make this summit essential to reach unique audience : family offices directors, wealth managers, private bankers, life insurers, high-level decision-makers from related professions (funds, corporate trusts, law firms,...)

The event is held at CHAMBRE DE COMMERCE
7 Rue Alcide de Gasperi L-1615 Luxembourg.

- › **4 panels**
- › **12 masterclasses**
- › **36 speakers**
- › **320 visitors in 2011**

2011 SPEAKERS

Claude MARX
Deputy CEO, HSBC Private Bank
(Luxembourg) S.A.

Hugues DELCOURT
Head of Wealth Management,
Managing Director - Member of
the Management Committee, UBS
(Luxembourg) S.A.

Michel BUYSSCHAERT
Head of Private Banking,
Dexia Private Banking

David STEINEGGER
CEO, Lombard International
Assurance S.A.

Fabrice SAUVIGNON
CEO La Mondiale Europartner S.A.

Yves STEIN
CEO, Union Bancaire Privée

Etienne HIRSCH
Executive Director, Ernst & Young

Charles-Antoine d'ANSEMBOURG
Head of Wealth Management,
Dexia Private Banking

Patrick CASTERS
Head of Dexia Private Banking,
Markets, Dexia Private Banking

François GÉNAUX
Partner (FS Consulting Leader),
PwC

Olivier MARÉCHAL
Strategy & operations partner,
Deloitte

Alain MESTAT
Director: Head of International
Marketing & Corporate
Communication, Banque Privée
Edmond de Rothschild Europe

Steen FOLDBERG
Managing Director, Merrill Lynch

Kevin TELFER
Fixed Income Product Specialist,
AEGON Asset Management

Christian FUNKE
Managing Director, Deutsche Bank
Luxembourg S.A.

Benjamin COLLETTE
Advisory & Consulting partner,
Deloitte

Denis AVRILIONIS
Managing Director, OneTree
Solutions

Tonika HIRDMAN
General Director, Fondation de
Luxembourg

Frederic KEMP
Country Manager, Avaloq

Philippe BURDEYRON
Deputy CEO La Mondiale
Europartner S.A.

Paul CHAMBERS
Partner, ATOZ

Pascal MEIER
Managing Partner, Edouard Franklin

Christian DAWS
Executive Director, Ernst & Young

Éric BENDEL
Rédacteur en Chef, Magazine
Gestion de Fortune

Jean-Pascal NEPPER
Director, KPMG

Vincent KOLLER
Partner, KPMG

Janneke NIJSEN
Managing Director, Van Lanschot

Serge KRANCENBLUM
CEO, SGG

Etienne PLANCHARD
Membre du Comité de Direction,
Banque de Luxembourg

Jessica RABUT
Responsable RH Banque privée,
Société Générale Bank & Trust

Jean-Louis GUILLAUME
Head of Institutional Sales French
Speaking Europe, Aegon

David FREGONESE
Director of European professional
clients, Carmignac Gestion

Fabrice ENCELLE
HR Account Manager, ING

Serge SAUSSOY
Tax Partner, PwC

Julian PRESBER
Co-ordinator, Relations with the
Financial Centre, Luxembourg
School of Finance

PRIVATE BANKER 2012 - RATES

All sponsoring packages include logo on all promotional material and advertising, distribution of brochures and documents during the event, logolink and descriptive text on privatebanker.lu. Rates do not include VAT.

Entrance tickets

€ 350

All panels & masterclasses, networking lunch & closing cocktail

Platinum Sponsor

€ 8.000

Opening words 5', morning or afternoon
Exhibition space (2m x 3m) + one exclusive question on registration forms *
Masterclass: 40', room branding, dedicated delegate list
Preface of event guide/program + 2 presentation pages
2 direct marketing operations on delegate list (emailing)
10 event complimentary tickets for sponsor team
Unlimited complimentary tickets for end-users

Gold Sponsor

€ 6.000

Moderation of a round table during a plenary session or panelist invited
Masterclass: 40', room branding, dedicated delegate list
1 descriptive page in event guide/program
1 direct marketing operation on delegate list (emailing)
5 event complimentary tickets for sponsor team
Unlimited complimentary tickets for end-users

Silver Sponsor

€ 4.000

Masterclass: 40', room branding, dedicated delegate list
1 descriptive page in event guide/program
1 direct marketing operation on delegate list (emailing)
3 event complimentary tickets for sponsor team
Unlimited complimentary tickets for end-users

Bronze Sponsor

€ 2.000

1 descriptive page in event guide/program
3 event complimentary tickets for sponsor team
Unlimited complimentary tickets for end-users

*The partner can deliver one question that will be added to the registration form. (useful to gain brand awareness and good opportunity to present the answers during the speaking slot).

Welcome Sponsor

€ 4.000

Exhibition space (2m x 3m) near the locker room
All bronze sponsor advantages included

Coffee Breaks Sponsor

€ 3.000

Room sponsoring during the 2 breaks, morning + afternoon
Rollups in catering area
All bronze sponsor advantages included

Announced Lunch Sponsor

€ 4.000

Walking lunch room branding
Rollups in the catering area
Brochures and giveaways distribution
All bronze sponsor advantages included

Announced Cocktail Sponsor

€ 4.000

Walking cocktail room branding
Rollups in the catering area
Brochures and giveaways distribution
All bronze sponsor advantages included

Extra

Video recording of your presentation	€ 1.500
Bag sponsoring (to be provided)	€ 1.200
Delegate blocs & pens (to be provided)	€ 1.000
Back cover (C4) of event guide	€ 1.000
C2 or C3 of event guide	€ 800

CONTACT US!

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PRIVATE BANKER - MARCH 27th 2012 - AGENDA

TIMING	AGENDA	CONFERENCE ROOM	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3
08:15 AM	Welcome and registration				
08:45 AM	Welcome Words	Opening			
08:50 AM	Panel 1	40'			
09:40 AM	Masterclass 1		40' Masterclass	40' Masterclass	40' Masterclass
10:20 AM	Coffee Break				
10:35 AM	Masterclass 2		40' Masterclass	40' Masterclass	40' Masterclass
11:30 AM	Panel 2	40'			
12:15 PM	Lunch				
01:45 PM	Afternoon Opening Words				
01:50 PM	Panel 3	40'			
02:40 PM	Masterclass 3		40' Masterclass	40' Masterclass	40' Masterclass
03:30 PM	Masterclass 4		40' Masterclass	40' Masterclass	40' Masterclass
04:10 PM	Coffee Break				
04:25 PM	Panel 4	40'			
05:00 PM	Networking Cocktail				

For full program and speakers, please visit PrivateBanker.lu