



CERTIFIED PRIVATE BANKING MANAGER (CPBM[®])

What is 'Private Banking'

Private banking is personalized financial and banking services that are traditionally offered to High Net-Worth (HNW) clients. Such clients with huge wealth need bespoke financial solutions and access to a larger variety of conventional and alternative investments. Private banks aim to match such individuals with the most appropriate options. Private Bankers help HNW clients manage and preserve their wealth through different stages of life. They offer banking with a unique personal touch. From transactional banking to wealth preservation, the focus is on an intuitive life-long partnership with the client to offer superior banking experience.

Private Banks offer :

- Investment Advice
- Discretionary Portfolio Management
- Lending
- Insurance
- Estate and Trust Planning
- Wealth Structuring
- Multi-Family Office Services
- Impact Investment Advice

This is an exciting time to work in wealth management as the global market looks set to grow - driven by economic development in emerging markets, generational transfer of funds, and ongoing wealth concentration. Private Banking offers exciting and diverse career paths. A candidate can take or continue a customer-oriented career path, become a technical specialist, or even combine the two. Private Banking internationally has been a fast-paced segment. Private Bankers just like the influential clients they handle, always need to be at the top of their game. With insight and judgement shaped by working with wealthy individuals, Private Bankers are expected to appreciate the subtlety and complexity of the lives they lead and keep themselves always updated.

Program Benefits

As a participant in this program, you will be able to:

- Gain insight into the success factors of the private banking and wealth management industry
- Learn to advise international private banking clients
- Get to know different private banking client segments and their needs
- Combine different financial instruments to serve private banking clients
- Gain insight into the latest research and developments in the field of private banking and wealth management
- Learn from international private banking and wealth management experts
- Learn the best practices within private banking including asset allocation and estate planning
- Learn the key management skills needed to profitably run a private banking business
- Gain a unique opportunity to network with peers from around the world
- Gain from the most current and relevant methodology and issues affecting you
- Learn emerging asset classes like alternative investments, private equity and impact investments
- Understand technicalities of setting up and managing a Family Office

Modules

MODULE I

Introduction

Provides an introduction to the exciting world of Private Banking. Private Banking in India is currently at an inflection point with significant developments in regulations, client expectations, product innovation and the overall evolution of the eco-system. The High Net-Worth clients today are becoming more conscious of their finances, taking more control and exercising more caution.

Topics include:

- The Indian Private Banking Landscape
- Opportunities and Challenges
- Overview of Global Services
- The Business Models
- Private Client Need Analysis
- Best Practices
- Private Banking Leaders
- Talent Management

MODULE II

Investment Products

Provides an in-depth understanding of global capital markets and investment products, their risk and return concepts and valuation. With these building blocks, participants will be better equipped to understand the role of each in a diversified client portfolio. Case studies on the impact of financial market dislocations on these products will be examined with the objective that participants will learn to apply the knowledge using practical examples.

Topics include:

- Fixed Income
- Corporate Finance & Advisory
- Real Estate & Property Investment / REITs
- Equities
- Exchange Traded Funds / Mutual Funds
- Alternative Investments
- Commodities



MODULE III

Alternative Investments

Explains the characteristics and challenges of alternative asset investments in hedge funds, private equity and commodities are carefully investigated in this module. Participants will also benefit from highly integrated practitioner-led sessions on options and derivatives in foreign exchange and structured products.

Topics include:

- Private Equity
- Commodities
- Hedge Funds
- Options & Structured Solutions
- Derivatives - Foreign Exchange, Interest Rates & Credit
- Case Study

MODULE IV

Investment Advisory

Targets specialist knowledge in the area of portfolio management and construction. This comprehensive session on Investment Advisory equips participants with the know-how of constructing a client's portfolio, from understanding their investment objectives to advising the client on asset allocation, portfolio risk management and performance measurement.

Topics include:

- Financial Planning Basics
- Alpha-Beta Separation in Portfolio Construction
- Asset Allocation - Strategic versus Tactical
- Security Selection and Investment Styles
- The Process of Portfolio Management
- Monitoring, Servicing and Communicating
- Portfolio Measurement
- Understanding Client's Needs & Risk Appetite
- Behavioral Finance
- Case Study on Portfolio Construction



MODULE V

International Wealth Planning

Covers international wealth planning with a unique focus on the Asian wealth landscape.

Topics include:

- Wealth planning tools that help uncover a client's succession, asset protection and philanthropic needs and other financial needs and goals
- Trust, Foundations & Other Tools
- Estate Planning - Common and Complex Structures
- International tax concepts for wealth planners
- Case Study

MODULE VI

Family Governance

Understand family business governance and intergenerational wealth transfer. The challenges clients face in making crucial and difficult decisions will also be addressed.

Topics include:

- Understanding the multinational nature of the family
- Ownership and family governance policies
- Informing the younger generation regarding family wealth
- Informal & formal family constitution
- Leadership & decision-making process
- Dispute resolution

MODULE VII

Family Office

Provides an in-depth understanding of family office model and how it is different from traditional wealth management firms. This module will focus on the viability of family offices and will also cover critical areas of significance for family offices like recruitment, investments, governance, education, compliance and risk management. Through the extensive use of case studies, participants will learn how various family offices have been established, the models they are following and the associated advantages & challenges. This module will also cover transcripts from interviews of various prominent single and multi-family offices.

Topics include:

- Establishing a Family Office
- Family Office Management
- Family Office Operations
- Family Office Investments
- Family Offices & Technology
- Family Office Governance
- Indian Family Offices

MODULE VIII

Managing Successful Client Relationships

Covers the critical skills required to acquire and build sustainable relationships. It is designed with the objective of achieving a clear understanding of what constitutes a successful client management strategy. The use of role plays and class simulations will be incorporated into the session to provide participants with the opportunities to practice what they have learnt in a risk free & interactive environment.

Topics include:

- Framework for establishing rapport and techniques for enhancing trust with clients
- Proven techniques for more effective negotiations, asking for referrals and advanced presentation skills
- Developing an effective account plan
- Strategies to managing the pipeline, identifying opportunities and expanding connections
- Understanding the client segmentation
- Adopting an entrepreneurial approach to building a client's book
- How to leverage on internal resources to help your clients
- What constitutes a good account review
- How to perform ongoing due diligence

MODULE IX

Client Onboarding, Compliance, Risk and Crisis Management

Provides an ethical and practical approach to compliance and risk in light of heightened regulatory requirements that impact wealth managers. Through the extensive use of case studies, participants will learn the regulatory framework and regulations such as Anti Money Laundering, Fair Dealing and Taxes. In addition, they will understand the different types of risks that can impact the wealth management business, and how such risks can be managed with renewed rigour in areas such as client suitability, enhanced due diligence in client on-boarding and taking a proactive approach to managing a client's credit risk and exposure. Participants will also be given a case study on Crisis Management with the objective of dealing effectively with a crisis and how to safeguard your clients and your business.

Topics include:

- Regulatory Framework
- Fair Dealing Guidelines
- Anti-Money Laundering
- Industry Trends Impacting Wealth Management
- Understanding Risk Families in Wealth Management
- Understanding and Managing Client Risk & Exposure

Exams

Level	Exam Type	Duration
1	MCQ	3 hours

Fees

Fee	Regular Mode	Self Study Mode	Exam Mode
Registration Fee	17700	5900	-
Exam Fee	2360	2360	2360
Total	20060	8260	2360

Inclusions	<ol style="list-style-type: none">1. Session notes2. Live online tutorials3. Past tutorial session recordings4. Guest sessions by Thought Leaders5. Mock test6. Instructional PPTs7. Refresher tutorials (3 sessions)8. Exqualifi Membership- 1 Year9. Complimentary pass to all AIWMI virtual conferences for 1 year	<ol style="list-style-type: none">1. All tutorial session recordings2. Session notes3. MockTest4. Refresher sessions (3 sessions)	<ol style="list-style-type: none">1. Exam fee for one attempt
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About AIWMI

The Association of International Wealth Management of India (AIWMI) is a not-for-profit organization and a globally recognized membership association for finance professionals. AIWMI primarily focuses on the broad and strategic role of developing a more robust and forward-looking training infrastructure for the financial services sector and to promote more active industry involvement and collaboration in training and continuing education.

AIWMI is offering advanced international certification programs along with a wide variety of high-quality executive education programs. AIWMI programs combine state-of-the-art knowledge and skills with practical experience and insights into the functioning of the financial sector. All AIWMI courses and educational events have an intense and pragmatic curriculum. Participants are exposed to the latest developments within the financial services sector.

AIWMI plays a key role in guiding the development of the financial services sector. AIWMI works with key industry participants' viz. the Government, the Regulators, the Industries/Associations, the Corporate, the Media and the General Public to achieve its objectives. Besides enhancing technical competence and professionalism in the industry, AIWMI organizes events and facilitates discussions to promote best practices in leadership and talent development in the financial sector with an aim to become Asia's premier center of excellence for financial education.

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