

CONTENT MANAGEMENT ROUNDTABLE

SEPTEMBER 16 | BOSTON

8:00 AM

Continental Breakfast

8:30 AM

Opening Remarks & Introductions

Kimber Lintz | Executive Director | *IMEA*

Scott Wentworth | Founder & Head Writer | *Wentworth Financial Communications*

9:00 AM

Marketing Alts to Advisors: Using Content to Grow Adoption and Win Market Share

With the race to bring alternative asset classes to the wealth channel in full swing, Wentworth Financial Communications surveyed advisors to find out what types of content are most effective in helping advisors and their high-net-worth clients understand, embrace, and allocate to alternatives. Learn how findings from the survey translate to actionable insights for strengthening your alts and private markets content strategy.

Scott Wentworth | Founder & Head Writer | *Wentworth Financial Communications*

Executive Roundtable

This candid, interactive conversation will provide a unique forum to take deep dives into top-of-mind issues in Content Management.

9:45 AM

Creating Content at Scale: Can Personalization & Efficiency Coexist?

Discover strategies for producing timely, high-impact content on a global scale, and explore how to balance efficient production methods with tailoring content to distinct client needs.

Discussion Leader: Amanda Biscontini | Director U.S. Content | *Janus Henderson Investors*

10:30 AM

Break

10:45 AM

Editorial Calendars & Campaign Alignment

Learn how to balance strategic planning with the flexibility to respond to market events and internal ideas, ensuring your content remains relevant, consistent, and impactful.

Discussion Leader: Steven King | Head of Content & Channel Marketing | *Thornburg Investment Management*

11:30 AM

Break

11:45 AM

Beyond Traditional SEO: Content Strategy for AEO and GEO

As search behavior shifts from keyword-based SEO to AI-powered engines that provide direct answers, so content must evolve. This session explores how content creators can adapt their content to stay visible, relevant, and trusted in an AI-driven search landscape.

Discussion Leader: Marcela Holder | Vice President Investment Communications | *American Century Investments*

12:30 PM

Open Discussion

A chance for participants to ask targeted questions of their peers, brainstorm possible solutions for the day's agenda topics, and identify best practices.

1:00 PM

Adjourn

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