



Annual Report 2022



Canadian Securities Institute
A Moody's Analytics Company



**CHARTERED
INVESTMENT MANAGER**

What is covered

» Overview of CIM®
Designation Holders

» Designation
Awareness Activities

» Member Benefit
Activities

» Upcoming Website
Improvements



ABOUT CSI

Canadian Securities Institute has been setting the standard of excellence for over 50 years. We have trained over 500,000 global professionals making us the preferred partner for individuals, financial institutions, and regulators on an international scale. Our certifications give financial services professionals a strategic career advantage.

The Chartered Investment Manager (CIM®) designation is the industry standard for discretionary investment and portfolio management services. It is recognized by Canadian securities regulators and ensures that those who earn it are qualified to evaluate and manage all aspects of a client's investment portfolio.

OVERVIEW OF CIM® DESIGNATION HOLDERS

Designation Holders in Good Standing as of December 31, 2022: 7,534

To be represented as an active CIM® in good standing, designation holders are required to renew their designation annually. Designation holders are also required to maintain their designation by continuing their education, adhering to the CIM® Code of Ethics, and committing to the terms of using the CIM® trademark.

New Designation Holders in 2021: 770

New designation holders have completed an approved learning path, followed by a certification examination, and have relevant work experience.

Financial Literacy Month Campaign

In 2022 we launched the new *Your Future* campaign for Financial Literacy Month. Our goal was to help Canadians achieve greater financial resilience and prosperity while navigating the evolving financial landscape with confidence. We built awareness of the CIM® designation and its value to the financial services community, and through a series of expert-led webinars, we highlighted the significant role played by professionals and CIM® designation holders – keeping Canadians informed so they can make the best decisions for their financial future. Aligned with the Financial Consumer Agency of Canada's (FCAC) motto, *Managing Your Money in a Changing World*, we partnered with Canada's leading financial institutions to provide free [resources](#) to the Canadian public.

Webinar topics included:

- » Navigating Rising Interest Rates & Inflation
- » A Newcomer's Guide to Personal Finance & Getting Job Ready
- » Improving Client Outcomes: The Role of Behavioral Finance
- » Decoding Wealth Transfer for Millennials and Gen-Z

CIM® designation holders played a pivotal role in selecting topics and creating and presenting impactful content. The webinars had a combined attendance of over 980 people, including CIM® designation holders and candidates, their clients, and the general investing public. Visit our [website](#) to watch the webinar replays.

Annual CIM® Graduation Celebration

In November 2022, CSI held a virtual graduation celebration to honour and recognize the achievements of new CIM® and other CSI designation holders between October 1, 2021, and September 30, 2022. Marie Muldowney, Managing Director at CSI, presided over the virtual celebration with guest speaker Greg Zdzenicki, Client Portfolio Manager, Equities at CIBC Asset Management.

The guest speaker addressed how empathy and emotional intelligence are crucial to becoming a trusted advisor, along with the importance of recognizing different client backgrounds and experiences. They also presented awards of excellence to students who scored the highest marks, ranging upwards of 85%, in the Advanced Investment Strategies (AIS) exam, the Investment Management Techniques (IMT®) exam, and the Portfolio Management Techniques (PMT®) exam.

More than 200 people registered for the graduation celebration, and the virtual live event was very well received by 50 attendees.

[View the graduating class of 2021-2022.](#)

Award of Excellence Recipients



Neil Reines



Sanjay Kamra



Qi Lu

DESIGNATION AWARENESS ACTIVITIES

MEMBER BENEFIT ACTIVITIES

Enhanced CIM® Milestones Campaign

We set up email notifications to remind candidates on the path to the CIM® designation of the courses they must complete to earn their CIM®. Candidates receive these emails after every course they complete towards the CIM®. We introduced additional email and social media campaigns to promote the courses that advance learners on the CIM® educational pathway, including the Wealth Management Essentials (WME®) and Investment Management Techniques (IMT®) courses.

The target audience included people interested in learning and professional development and who work in financial advisory and banking roles. About 513,000 engaged people with our promotions, over 791 visited the CIM® website.

Continuing Education Benefits

We offer Continuing Education (CE) courses that span retail banking, financial planning and insurance, investment management and trading, wealth management and private banking, practice management, supervision, and compliance. Additionally, most of our licensing, advanced and mini-courses, as well as webinars are CISO-accredited and are recognized throughout the financial services industry. Upon completion, learners earn CE credits that can be applied towards their registration, designation, and professional association requirements. We have further introduced tools that make it convenient for learners to track, manage and fulfill their CE requirements.

Continuing Education (CE) Finder Tool

Our [CE Finder Tool](#) helps CIM® holders explore our latest Professional Development, Ethics and Compliance Continuing Education courses for the CIM® designation and other credentials. This tool allows users to filter and select courses based on their requirements.

Explore the [CE Finder Tool](#).

Explore the CE Finder Tool

Step 1: Choose your association(s) and click the Go button

PPF | [GO](#)

Step 2: Choose your CE credit category [CLEAR](#)

Select the categories below to further filter courses to include all your selections.

PPF

☒ PPF Compliance

☐ PPF PD

Selected Courses

Search Courses by name [Show all accreditations](#) Sort By: [v](#)

To obtain the CE credits for the association(s) identified, you must complete the selected course(s) before the expiry date of the accreditation. The course(s) may not be re-accredited for the next period. If you have any further questions about how to use the tool, looking for a course not listed, or need to speak with an expert, email us at customer_support@ci.ca, and we will be in touch.

Bundle Ce Compliance Program Cycle 9 CREDITS PPF PPF Compliance: 10 SELECT	\$250 The 90-Day MF Skills Builder CREDITS PPF PPF Compliance: 3 SELECT	\$190 Branch Compliance Officer's Course CREDITS PPF PPF Compliance: 3 SELECT	\$490 Ethical Practice In The Fin. Serv. Industry CREDITS PPF PPF Compliance: 3 SELECT	\$280
\$215 Applied Investment Dealer Compliance CREDITS PPF PPF Compliance: 3 SELECT	\$70 Aml And Beneficial Ownership CREDITS PPF PPF Compliance: 2.5 SELECT	\$80 Bringing New Issues To Market CREDITS PPF PPF Compliance: 3 SELECT	\$140 Investing In Bitcoin: Opportunities And Risks CREDITS PPF PPF Compliance: 3 SELECT	

Webinars for CIM® Designation Holders on Latest Topics

To help CSI designation holders stay current on industry trends and confidently advise their clients, we conducted webinars on the latest, industry-relevant topics throughout 2022. Although the webinars targeted CSI designation holders and candidates, they were also open to their clients and the general investing public.

In the **'Canadian Consumer Credit Outlook'** webinar, Brendan LaCerta, Associate Director - Senior Economist at Moody's Analytics and David Fieldhouse, Director - Consumer Credit Analytics at Moody's Analytics, spoke to the current and emerging trends in Canadian household credit conditions based on data from Equifax. They also discussed the impacts of the COVID-19 pandemic and the Russia-Ukraine military conflict to answer why inflation is top of mind for consumers and policymakers. The webinar had 678 registrations and 305 attendees.

With rising inflation in Canada, Bruce Monus continued the conversation by focusing on helping advisors in the **'Investing During Inflation: What Advisors Need to Know'** webinar. The session, with 1535 registrations and 534 attendees, explored how financial advisors should adjust their clients' portfolios to protect them against the devastating effects of inflation.

In the **'Professional Incorporation of Advisors or Directed Commissions: Is there a difference and should you care?'** webinar, Sean Shore, Securities, Compliance and Regulatory Counsel, Canadian Compliance & Regulatory Law, and Phillip Ackers, Principal and Founder at Lakeshore Performance Limited, discussed the topic of allowing advisors to incorporate in Canada's financial services industry as the Canadian Securities Administrators (CSA) decision to consolidate IIROC and MFDA into a new, single self-regulatory organization (SRO) by the end of 2022. 726 registered for the webinar, and 552 people attended.

Members of the Financial Services Regulatory Authority of Ontario (FSRA), Dan Miles, Director of Corporate Communications, Andrea Foy, Senior Manager- Market Conduct Policy, and Wendy Horrobin, Head, Licensing and Risk Assessment, hosted a discussion in the **'Financial Professionals Title Protection in Ontario – All You Need to Know'** webinar about the new Financial Professionals Title Protection Rule effective in Ontario and what it means for financial professionals and their practice. 138 people registered, and 100 attended to learn more about title regulation directly from FSRA.

In the **'Crafting a Robust Succession Plan for your Practice: An Advisors' Guide'** webinar, Phillip Ackers, Principal and Founder at Lakeshore Performance Limited, and Melanie E. Russell, Founder and President at Kalex Valuations Inc., discussed how advisors could plan for retirement and succession effectively. The webinar had 439 registrations and 217 attendees.

Visit our [website](#) to watch the webinar replays.

Host A Webinar with Us

If you are interested in becoming a speaker and conducting a webinar with CSI, please fill out the [Speaker Application Form](#), and a CSI representative will contact you. Before you apply, please review our [CSI Podium Speaker Policy](#). Visit [CSI Podium](#) to learn more.

MEMBER BENEFIT ACTIVITIES

CIM® Benefits Campaign

CIM® designation holders enjoy exclusive benefits to elevate their financial advisory practice and professional development. The list of benefits is available on the CIM® website. To inform new CIM® designation holders, we set up informational email notifications describing how designation holders can make the best of these benefits. CIM® holder benefits include:



Get listed in CSI's [CIM® Directory](#), which helps clients find you and verify your credentials.



Earn the right to use the CIM® trademark designation letters in marketing materials to promote your credentials.



Access to online resources and customizable marketing materials through the [CIM® Member Portal](#) help you promote yourself, your designation, educate your clients about the CIM® and build your practice.



Enjoy free access to all webinars designed for financial advisors on the latest industry trends and topics through [CSI Live](#). Opportunity to conduct your own webinar through [CSI Podium](#).



Access to the member's only [CIM® networking group on LinkedIn](#).



Benefit from national advertising campaigns that create awareness of the CIM® designation, including opportunities to be featured.