



# Annual Report 2022



**Canadian Securities Institute**  
A Moody's Analytics Company



# What is covered

- » Overview of CIWM 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 Certified International Wealth Manager (CIWM) designation—co-granted by CSI and the Swiss-based Association of International Wealth Management (AIWM)—is recognized worldwide as a leading credential for wealth managers. It ensures that financial professionals have the unique knowledge and skills to address the complex needs of high-net-worth clients.

## OVERVIEW OF CIWM DESIGNATION HOLDERS

### Designation Holders in good standing as of December 31, 2022: 529

To be represented as an active CIWM 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 CIWM Code of Ethics, and committing to the terms of using the CIWM trademark.

### New Designation Holders in 2022: 20

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 CIWM 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 CIWM 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 include:

- » 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 & Gen-Z

CIWM 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 CIWM designation holders and candidates, their clients, and the general investing public.

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

### Annual CIWM 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 Zdzienicki, 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 CIWM Certification 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



Sophie Leclerc



Caroline Fluet



Jean-Sébastien Lavoie

DESIGNATION  
AWARENESS  
ACTIVITIES

### Enhanced CIWM Milestones Campaign

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

The target audience included people interested in learning and professional development and who work in financial advisory and banking roles. About 420,000 people engaged with our promotions and over 600 visited the CIWM website.

MEMBER  
BENEFIT  
ACTIVITIES

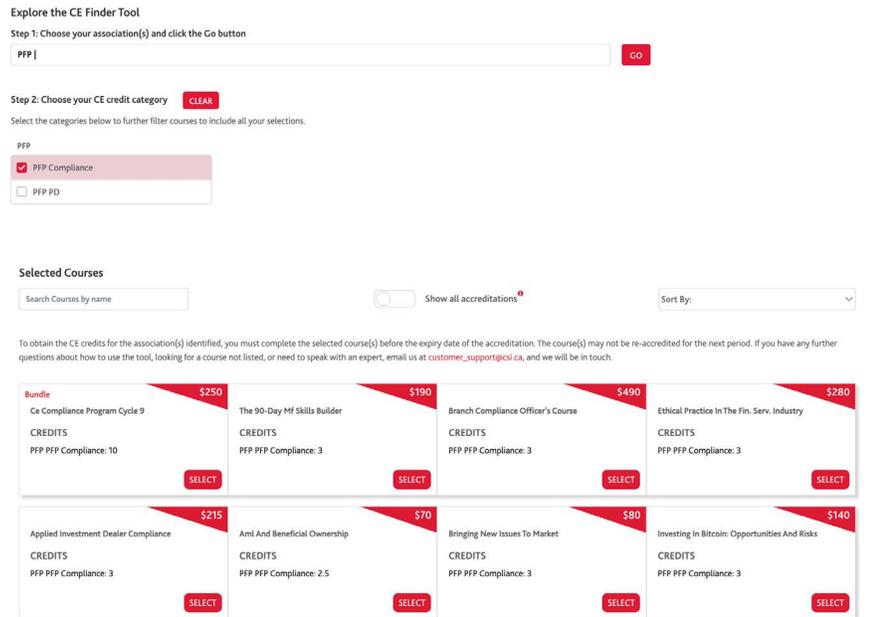
### Continuing Education Benefits

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 CIRO-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 CIWM holders explore our latest Professional Development, Ethics and Compliance Continuing Education courses for the CIWM designation and other credentials. This tool allows users to filter and select courses based on their individual requirements.

Explore the [CE Finder Tool](#).



## Webinars for CIWM 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 LaCerde, 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 view 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.

## CIWM Benefits Campaign

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



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



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



Access to online resources and customizable marketing materials through the [CIWM Member Portal](#) to help you promote yourself, your designation, educate your clients about the CIWM 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 [CIWM networking group on LinkedIn](#).



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