



SWW CONFERENCE AGENDA 2024

Monday 7th October

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| 8:30 - 9:30 | REGISTRATION
Sign in and collect your lanyard and conference packs |
| 9:30 - 10:15 | ANTHONY BELCHER - DIRECTOR SOCIETY OF WILL WRITERS
Reflection on 30 years of SWW: Annual update |
| 10:15 - 10:30 | ANTONY BRINKMAN - FSWW THE WILL WRITING PARTNERSHIP
PSB 2024 Chairman Update |
| 10:30 - 11:30 | CRAIG WARD OF LUNDIE
The Future of LPA's: Where do we stand? |
| 11:30 - 12:00 | REFRESHMENTS |
| 12:00 - 1:00 | MIKE ROBERTS - MAKING DIGITAL REAL
How to Make Will Writing a Success Using Personal Branding |
| 1:00 - 2:15 | LUNCH |
| 2:15 - 3:15 | BEN FURLONG - ESTATE SEARCH
Maximise your will bank: Better engagement with clients and how to identify opportunities in your existing client base |
| 3:15 - 3:45 | REFRESHMENTS |
| 3:45 - 4:45 | STEPHEN OLIVER - THE WILL COMPANY
From Strength to Strength |
| 4:45 - 5:00 | ANTHONY BELCHER - DIRECTOR SOCIETY OF WILL WRITERS
Conference Close |



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Monday 7th October - Evening

7:00 - 11:00 Private bar (Optional)

7:00 - 11:00 Private dinner and entertainment (Optional)

SOCIETY STAFF

If you require any assistance or if you have any questions during the conference then please ask a member of the Society team.

Members of the Society team will be available across both days.

STAFF

Anthony Belcher
Diane Mandeville
Sam Smith

Libby Robinson
Ruby Nott
Joseph Watson

PLEASE NOTE

Speakers are expressing their own views which may not necessarily be the views of The Society of Will Writers. Some speakers may refer to their own goods and services, and whilst the Society does not object to this, we do not endorse any particular firm or individual unless stated otherwise. There will be a photographer present throughout the conference and these images may be shared across our online platforms after the event. If you do not want your image to be shared, please let us know.

A range of exhibitors, some of which will be partners of the Society will be present throughout the foyer for the duration of the conference. Recruitment activity of any kind at any time during the conference is strictly forbidden.

Please ensure that all mobile phones are switched off during the conference.



SWW CONFERENCE AGENDA 2024

Tuesday 8th October

WORKSHOPS

Oliver Asha - Capacity Vault

Dealing with demographic changes. How age and capacity affect estate planning.

Bob Evans - CareMatters2U

Will it Work?

Simon De Ferrier & Nick Banyan - Its All In The Mind

Effective Follow Up & Sales Surgery

GROUP 1

MATLOCK

9:30 - 10:30

Oliver Asha

10:55 - 11:55

Bob Evans

11:55 - 12:55

Simon De Ferrier &
Nick Banyan

GROUP 2

DARLEY

9:30 - 10:30

Simon De Ferrier &
Nick Banyan

10:55 - 11:55

Oliver Asha

11:55 - 12:55

Bob Evans

GROUP 3

BERESFORD

9:30 - 10:30

Bob Evans

10:55 - 11:55

Simon De Ferrier &
Nick Banyan

11:55 - 12:55

Oliver Asha

The speakers will rotate around the groups, please remain seated in your assigned group.

Lunch will be served in The Pavillion following the workshops