

ensombl:

All Licensee PD Day

Australia's largest single-day professional development event





The Ensembl ALPD Day - solving advisor problems through the power of community

Our 8,000-strong advice community is known for being highly engaged and highly collaborative. And it was by engaging this community over their biggest problems, frustrations, and pain points that the inspiration for the Ensembl ALPD Day came.



Advisors told us the CPD process was broken, especially for smaller and boutique practices.

The fragmentation of the licensee landscape has seen the availability of CPD options become more limited, forcing smaller practices to seek out CPD on demand. But meeting an annual requirement of 40 CPD hours via the widely offered bite-size chunks of 0.25 and 0.5 points could be inefficient, consuming considerable time in organising, participating, and documenting.



In simple terms, the more sources of CPD, the greater the administrative burden on the advisor.

From these insights, the All Licensee PD Day was born.

One day.

10 CPD Hours.

25% of annual requirements.



ALPD day attendances average 1,500 per event.

Unsurprisingly, the ALPD day concept has proved extremely popular with advisors, paraplanners, and practice support staff.

The day is offered as both a live and virtual event, allowing advisors from around Australia to attend.



Since our inaugural event in mid-2022, our average attendance across three events has exceeded 1,500. Our May 2023 event set a new record, with more than 2,000 registrations and 1,650 attendees across the course of the day.

Like the Ensembl community overall, these attendees represent more than 900 practices.

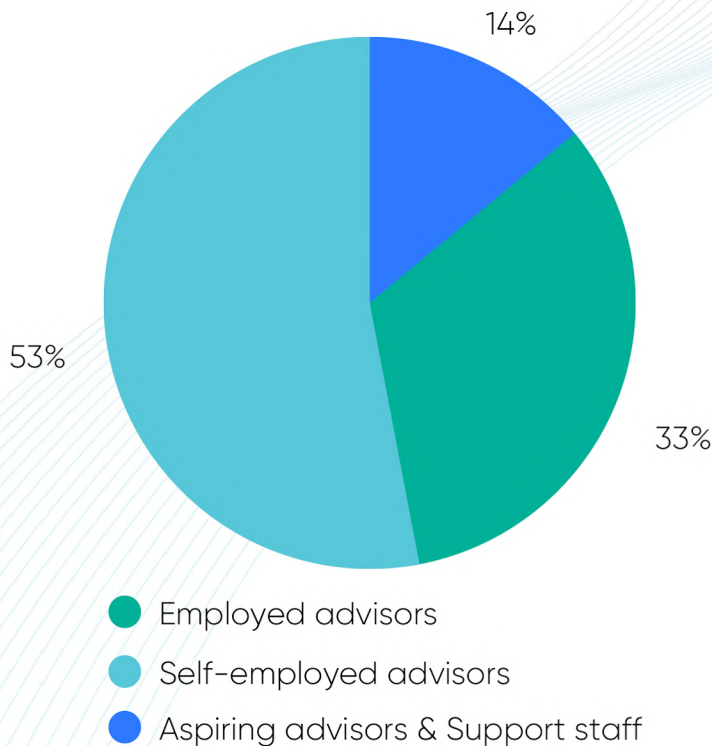
The ALPD day has quickly become the biggest single-day event dedicated entirely to financial advisor professional development.



As such it is one of the most powerful channels you can use to reach a disparate, distracted, and time poor advisor audience.

An audience of growth-oriented advice decision makers

Consistent with the Ensombl community, overall event attendees are time-poor decision-makers from growth-oriented practices.



9 years

Average tenure in business



85%

Independently licensed



45%

Practice Principals

Content curated to meet advisor needs

Each event comprises 10 x 1-hour sessions, viewable by all attendees.

The overall objective of the ALPD day is to help advisors meet their CPD obligations efficiently and learn about ways to:

- Access new markets and revenue opportunities
- Deepen relationships with existing clients
- Operate more efficiently and sustainably
- Strengthen their compliance and professionalism frameworks
- Position themselves and their practices for the future

The ethos of the Ensombl community revolves around solving the contemporary challenges advisors face, through a collaborative spirit. We work with presenting partners to curate their sessions and ensure they are driven by insights from the community. In this way, content is effectively 'co-created' with advisors.

The co-creation dividend: 45%

Research across the Ensombl platform shows that the readership of content based on community member insights is 45% higher than standard corporate content.

What attendees have said



“ Best PD I have ever attended in 1 years. The set up was great and the way we moved through the sessions and being able to download the notes straight away from the online system was great. Also having your speakers present to a live audience was so good, as they could get into it and gauge the audience feedback. I loved how I didn't need to travel and take a whole week out of my diary to attend a conference and the material presented was really good. Thank you so much for bringing us into a fresh way of doing PD days that work well.

“ I think your platform for online delivery is excellent and the most engaging I've used. It was easy to stay engaged with the speakers and the other participants. The speakers were excellent, and I gained plenty of information and insights. I think it was a good cross section of information. Thank you.

“ It was such a great day - I have told my licensee about it so that their advisors have another way to meet their education requirements. When I talk to other advisors, I let them know about Ensombl - I find the PD days innovative, the education content is better quality and more relevant to the world we are in today. Better than any other PD day I have been to. keep doing what you are doing. Thank you so much!





A comprehensive promotional program delivers attendees and profile for your brand

Each event is supported by a comprehensive schedule of event promotion and communication, commencing 2 months beforehand.

This is across multiple media channels, including email, social media, video, and podcasts. Promotional assets are also produced for sponsors to promote their involvement and drive attendance.

Presenting sponsor entitlements

- The 50-minute presentation to the entire audience (virtual and live)
- Extensive multi-platform promotion of the event, including prominent partner branding
- Standalone promotion of your specific session via the Ensombl platform and socials
- Provision of assets to allow you to promote your involvement through your channels
- Two additional partner tickets for the entire Sydney live event (plus an extra 2 for social networking events only)
- Complimentary table of 8 at the live event, for you to invite your VIP supporters
- Post-event branded communication, including CPD certificates and presentation sharing
- Comprehensive post-event analytics, including data specific to your session (attendees, chat feed, questions asked) for use in your content marketing strategy
- Professional event photography of your session, images to be provided for your use
- Contact details for advisors attending your session





Find out more

To find out how to connect your brand and message to Australia's most engaged, forward-thinking advice community, reach out to our Chief Commercial Office, Danni Visser, at danni@ensombl.com, or our Chief Marketing Officer, Richard Dunkerley, at richard@ensombl.com for more details.