Join us at **Fit for the Future**, a premier gathering designed for advisers ready to seize new opportunities in 2025 and beyond. This event will equip you with the insights, tools, and strategies needed to thrive in an evolving financial landscape.

Event Schedule

- 9:30 – 10:00 AM
  Arrival and Networking
  Kick off the day with coffees, teas, sweet treats, and the opportunity to connect with peers.
- 10:00 – 10:30 AM
  Welcome from Air
  An opening address to set the tone for an insightful and engaging event.
- 10:30 – 11:30 AM
  Summit Panel Session
  "In the Scrum: Innovating to Meet the Needs of the Over 50s"
  Engage with senior leaders from lenders, networks, and firms as they discuss how the industry is responding to the evolving needs of clients over 50 through product innovation and strategic initiatives.
- 11:30 – 11:45 AM
  Break and Networking
  Enjoy refreshments while networking with fellow delegates.
- 11:45 AM – 12:45 PM
  Masterclass 1
  "Training for Tomorrow: Crafting the Holistic Adviser of the Future"
  Learn how to adopt a broader view of clients' needs—especially those over 50—by integrating comprehensive financial solutions and collaborating with specialists.
- 12:45 – 1:45 PM
  Lunch and Exhibitor Networking
  Savor a delicious lunch while exploring the exhibition hall and connecting with industry stakeholders.
- 1:45 – 2:45 PM
  Masterclass 2
  "Tech Tactics: Leveraging AI in Later Life Lending"
  Discover how technology and AI are transforming later life lending and how to integrate these tools into your advisory practice.
- 2:45 – 3:00 PM
  Closer from Air
  Concluding remarks and key takeaways to wrap up the formal sessions.

- 3:00 PM Onwards
  Networking
  Continue conversations and forge new connections in an informal setting.

Event Highlights

1. **Keynote Address**

"Kicking Off 2025: Market Evolution and Opportunities Ahead"
Presented by Hansen Lu (Aviva)

Start the day with insights into anticipated market shifts for 2025, helping you strategise effectively for the year ahead.

2. **Summit Panel Session**

"In the Scrum: Innovating to Meet the Needs of the Over 50s"

Delve into how the industry is addressing the evolving needs of clients over 50 through innovation and strategic initiatives.

3. **Masterclass 1**

"Training for Tomorrow: Crafting the Holistic Adviser of the Future"

Prepare to become a holistic professional by adopting a broader view of clients' needs and collaborating with specialists.

4. **Masterclass 2**

"Tech Tactics: Leveraging AI in Later Life Lending"

Learn how to use technology and AI to enhance client relationships and stay competitive in a rapidly evolving market.

5. **Networking & Exhibition Hall**

"Half-Time Huddle: Connect at Twickenham"

Embrace the spirit of Twickenham Stadium's rugby heritage while connecting with industry peers and exploring new collaborations.

Advance your business confidently into 2025. Reserve your place at this exclusive event and join us in shaping the future of financial advice.
