



**Contact:**  
Richard Koreto  
888-658-5840  
rkoreto@cegworldwide.com

## **CEG Worldwide Presents Free Web Seminar: “Winning the Allegiance of Top Financial Advisors”**

**The March 25 webinar, produced in association with Dow Jones, will help financial executives seize unprecedented opportunities in today’s volatile markets. All attendees will receive a free research report.**

SAN MARTIN, CA—March 11, 2009—CEG Worldwide announced today a [free Web seminar](#) outlining best practices for thriving—not just surviving—in today’s challenging investment climate.

The webinar is designed for senior executives of private client groups, senior executives at money management firms, directors of sales and marketing, and branch and regional managers. The free webinar will be broadcast live on Wednesday, March 25, from at 1:00 p.m. to 2:00 p.m. ET. Click [here](#) for registration information (or copy and paste this URL into your browser: <http://ta325-sbleaderboard.mydj3.com/register.fhtml>).

### **Topics and Speakers**

Dale Dreps, director of business development at Dow Jones, will moderate the webinar. The speakers will be John J. Bowen Jr., founder and CEO of CEG Worldwide and co-author of *Breaking Through: Building a World-Class Wealth Management Business*, and Christopher Young, global director of product and strategy for Wealth Management Solutions at Dow Jones.

The webinar will discuss these and other hot topics:

- What advisors and wealth managers want from financial institutions
- How to build powerful support systems to help advisors become more effective
- How to leverage effective delivery methods and technologies for accelerated success

### **Free Research Report**

Webinar attendees will receive a free copy of the CEG Worldwide research report *Winning the Allegiance of Top Advisors*. It offers wealth managers and financial institutions innovative success strategies, backed by exclusive CEG Worldwide research.

**About Dow Jones**

Dow Jones & Company ([www.dowjones.com](http://www.dowjones.com)), a News Corporation company, is a leading provider of global business news and information services. Its Consumer Media Group publishes *The Wall Street Journal*, *Barron's*, *MarketWatch* and the *Far Eastern Economic Review*. Its Enterprise Media Group includes Dow Jones Newswires, Dow Jones Factiva, Dow Jones Client Solutions, Dow Jones Indexes and Dow Jones Financial Information Services. Its Local Media Group operates community-based information franchises. Dow Jones owns 50 percent of SmartMoney and 33 percent of STOXX Ltd. and provides news content to radio stations in the United States.

**About CEG Worldwide**

CEG Worldwide is passionate about coaching financial advisors and institutions to build a Simple and Elegant Wealth Management Business<sup>SM</sup>. Using state-of-the-art research methodologies and analysis, combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world's largest financial institutions. The firm's proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.