

The True Potential Centre for the Public Understanding of Finance (True Potential PUFIn)  
Annual Conference 2017  
Finance Education: What Works?  
Tuesday 14 November, [Church House Conference Centre](#)

Programme

TIME	ACTIVITY	PRESENTER
12:30	<i>Arrival, lunch and registration in Robert Runcie Room</i>	
13:25	Welcome and housekeeping	<b>Facilitator:</b> <b>Nigel Cassidy</b> , Financial Journalist, Former BBC Correspondent
13:30	Introduction to True Potential PUFIn	<b>Professor Janette Rutterford</b> Professor of Financial Management and Research Professor, True Potential PUFIn, The Open University Business School
<b>Session 1: Financial education for young people</b>		
13:40	The journey from childhood skills to adult financial capability	<b>Dr Gavan Conlon</b> , Partner, London Economics <b>Kirsty Bowman-Vaughan</b> , Senior Policy Manager, Money Advice Service
13:55	Getting school-leavers ready for financial independence (New course: Managing My Money for Young Adults)	<b>Martin Upton</b> , Director, True Potential PUFIn, The Open University Business School
14:05	Session 1 discussant	<b>Jeanette Makings</b> , Head of Financial Education Services, Close Brothers Asset Management
14:10	Panel discussion: Dr Gavan Conlon, Kirsty Bowman-Vaughan, Martin Upton, Jeanette Makings, Jonquil Lowe	<b>Facilitator</b> Nigel Cassidy
14:30	<i>Tea and coffee</i>	
<b>Session 2: Financial education in context</b>		
14:45	Financial education for the Just About Managing (JAMs): can we nudge people to act before they hit difficulty?	<b>Will Brambley</b> Research Associate, True Potential PUFIn, The Open University Business School
15:00	Putting it into context: The Financial Capability Strategy for the UK	<b>Helen White</b> Head of Financial Capability, Money Advice Service
15:15	Keynote: Financial inclusion and capability	<b>Mick McAteer</b> Co-Founder and Co-Director, The Financial Inclusion Centre
15:35	Panel discussion: Will Brambley, Helen White, Mick McAteer	<b>Facilitator</b> Nigel Cassidy



Session 3: The use of FinTech to improve Financial Capability		
15:55	Technology in finance	<b>Dr Jamie Godwin</b> , Lead Data Scientist, True Potential LLP
16:10	Session 3 discussant	<b>Liz Moody</b> Senior Lecturer, Executive Education, The Open University Business School
16:15	Panel discussion: Dr Jamie Godwin, Liz Moody	<b>Facilitator</b> Nigel Cassidy
16:30	Reflections and close	<b>Professor Janette Rutterford</b>
16:45	Drinks, canapés, networking	All

**About The True Potential Centre for the Public Understanding of Finance (True Potential PUFin)**

True Potential PUFin is based at The Open University Business School (OUBS). True Potential PUFin is a pioneering centre of excellence for research and teaching related to personal finance capability and aims to influence both policy and practice. It brings together academics with expertise in fields such as regulation, taxation, consumer attitudes, motivations and behaviours, and social marketing. The establishment and activities of True Potential PUFin have been made possible thanks to the generous support of True Potential LLP. True Potential LLP has committed to a five-year programme of financial support for the Centre totalling £1.4 million. Views expressed by True Potential PUFin are those of the academics involved and do not necessarily reflect those of True Potential LLP.

