NEWS

For Immediate Release

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T3 TECHNOLOGY CONFERENCE TO PROVIDE PRACTICAL WISDOM, EXPERT ADVICE

Session Topics will Address Real-Life Productivity Issues

November 9, 2010 (Fort Lauderdale, FL) – David Drucker and Joel Bruckenstein, two of the financial planning industry's best known leading lights and producers of the 6th Annual **"T3" Technology Tools for Today™ Conference**, today announced details of conference breakout sessions to be held at the Grand Hyatt Bonaventure Hotel in Weston, FL February 16-19th, 2011.

"We are introducing several new and exciting sessions that reflect changes in the marketplace," said David Drucker. "They will provide participants with guidance and advice for utilizing the latest products and services available. For example, the iPad was an instant hit for entertainment purposes, but it can also be used just as effectively in business. Advisors who are using it productively will share their insights and experiences about how this tool has transformed client meetings and presentations."

"Virtual Work Partners: Outsourcing Done Successfully" will offer practical information about this modern solution for administrative support. Jennifer Goldman with MyVirtualCOO, Stephanie Platt with Financial Services Outsourcing Solutions Inc., and Jessica Riner with Consider it Done! will teach participants about virtual assistants: what they do, best practices for working with them and how they can be used to reduce onsite administrative employee costs.

Oren Chaplin of Norris, McLaughlin & Marcus, P.A. will lead a session on "Practical and Legal Issues Surrounding Technology Service Providers," in which he will discuss some of the legal issues that advisors face when using technology service providers. It will be different from the standard compliance discussion in that he will address real issues that advisors face in their relationships with technology service providers such as ownership of information, protecting against third party claims of infringement and indemnification.

Another session, "Workflow and Process: How to Identify and Incorporate It Into Your CRM," will be a discussion with Ken Golding of Junxure and Deborah Fox of Fox College Funding. "Advisors are hearing more and more that they need to use a robust CRM," Bruckenstein said. "This session will help them assess different ones in the marketplace so that they can choose the right one for them."

In addition to 25 or more breakout sessions, general sessions include presentations by TD AMERITRADE Institutional, Laserfiche and Asset Dedication. For conference registration, sponsorship application and additional details, visit T3's newly revamped website, www.TechnologyToolsForToday.com. Standard price of $ 375.00 starts on 11/1/2010 and ends on 2/15/2011 at 11:59 p.m. Late/Onsite price of $ 400.00 starts on 2/16/2011 at 12:00 a.m. Follow the T3 Community at www.Twitter.com/t3fan. Watch a series of short videos from past T3 Conferences and read other important information at www.T3Conference.blogspot.com.

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ABOUT THE T3 AND THE TECHNOLOGY TOOLS FOR TODAY™ BRAND

David J. Drucker, MBA, CFP®

Under the banner of "Drucker Knowledge Systems," David J. Drucker, MBA, CFP® provides the benefit of his more than 25 years of experience and research to other members of the financial services industry.

He is the co-author of *The One Thing... You Need to Do As Told by the Financial Advisory Industry's Top Coaches, Consultants and Visionaries* (The Financial Advisor Literary Guild, 2005), *Tools & Techniques of Practice Management* (The National Underwriter Company, 2004) and *Virtual Office Tools for a High-Margin Practice: How Client-Centered Financial Advisors Can Cut Paperwork, Overhead, and Wasted Hours* (Bloomberg Press, 2002). He is also editor of *T3: The Newsletter*.

Drucker writes on technology and practice management issues for financial advisors as a columnist or contributor to *Financial Advisor* and *Financial Planning* magazines. He recently resigned from monthly columnist duties for www.MorningstarAdvisor.com so that he could spend more time writing white papers, editing the T3 Newsletter and producing the T3 Conference.

Joel P. Bruckenstein, CFP®, CMFC

Freelance magazine writer, book author, virtual office consultant and fee-only financial advisor Joel P. Bruckenstein, CFP®, is the Publisher of *T3: The Newsletter*. He frequently contributes articles to other financial planning publications including *Financial Advisor Magazine and Financial Planning Magazine.* For many years, he was the Senior Technology Editor at www.MorningstarAdvisor.com.

Virtual Office Tools for a High-Margin Practice, Bruckenstein's practice management and technology book co-authored with David Drucker, has garnered universal praise from industry experts. The duo's second book, *Tools and Techniques of Practice Management* which was published by National Underwriter Company in 2004, has also received good reviews.

Bruckenstein's expert opinions have appeared in *The Wall Street Journal, The New York Times, Business Week, The Baltimore Sun, The Washington Post Investment Advisor Magazine, Investment News*, *Gannett Newspapers*, and the *New York Daily News, Kiplinger's Retirement Report, the Journal of Financial Planning* and other publications.

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