

# LAZARD CONSULTING SERIES

The Lazard Consulting Series offers its most frequently requested presentations updated for 2008. Please contact the Lazard Client Service Desk at 800-882-0011 or visit us online at [www.LazardNet.com/LCS](http://www.LazardNet.com/LCS) for more information.

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## GROUP LIVE PRESENTATIONS

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### Capital Markets

#### AROUND THE WORLD: Global Markets Observations

Globalization has brought about many positive changes in the financial marketplace, yet many investors are still influenced by a home-market bias. *Around the World* builds a strong case for consultants to consider including an international allocation in their clients' portfolios. It offers observations on both developed and emerging markets, and addresses the expanding opportunity set.

### Practice Management

#### BUILDING A BETTER BUSINESS WITH BPS: Branding, Planning, Servicing

Developing a business that reflects your distinct value proposition can be a challenge. *Building a Better Business* highlights three key elements to distinguish your practice from the competition—branding, planning, and servicing. By articulating your value, identifying your market, and enhancing your client service model, consultants can build client relationships that withstand the test of time.

### Consulting Skills

#### CHOOSING & BLENDING MANAGERS: A New Paradigm for Portfolio Construction in a Performance-Oriented Marketplace

*Choosing and Blending Managers* reviews the established method for the manager selection and portfolio construction process. It demonstrates how point-of-entry risk may affect a client's asset allocation, and suggests how various drivers of performance can help determine the most appropriate manager for designated allocations. An enhanced framework is also introduced that expands on the traditional market risk framework to include personal and aspirational risk components. This helps consultants distinguish themselves when working with individual investors, while helping those clients stay invested longer and remain focused on their long-term goals.

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## ONLINE PRESENTATIONS

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### Capital Markets

#### INDEXOLOGY: Understanding Commonly Used Equity Benchmarks

Understanding indices is critical to evaluating a manager's performance appropriately. *Indexology* focuses on the history and evolution of various benchmarks, and describes their methodologies and construction. It also emphasizes understanding how current market conditions might affect a benchmark, to prevent hiring or firing a manager for the wrong reasons.



### Capital Markets

#### COMMON HEDGE FUND QUESTIONS: Straight Answers

Hedge funds are one of today's hottest topics, with assets estimated at approximately \$1 trillion. *Common Hedge Fund Questions* explains the evolution of the industry, performance over time, and the benefits of investing in a fund of hedge funds. It also addresses where they may fit in a client's portfolio.

[WWW.LAZARDNET.COM/LCS](http://WWW.LAZARDNET.COM/LCS)

# LAZARD CONSULTING SERIES

## CONTINUING EDUCATION CREDIT INFORMATION

LCS PRESENTATION TITLE	DELIVERY	CIMA	CFP	CPE	CPE SPECIFICATIONS	
					Level	Subject Area
<b>AROUND THE WORLD</b> Global Markets Observations	GROUP LIVE	1	1	1	Intermediate	Economics
<b>BUILDING A BETTER BUSINESS WITH BPS</b> Branding, Planning, Servicing	GROUP LIVE	1	1	1	Intermediate	Marketing
<b>CHOOSING &amp; BLENDING MANAGERS</b> A New Paradigm	GROUP LIVE	1	1	1	Intermediate	Specialized Knowledge and Skills
<b>ONLINE MODULE 1</b>	<b>ONLINE</b>		<b>1</b>			
<b>CONVINCING THE COMMITTEE</b> Preparing an Effective Presentation	ONLINE	.25				
<b>INVESTMENT POLICY STATEMENTS</b> Your Roadmap to Success	ONLINE	.25				
<b>SECRETS OF CONSULTING SUCCESS</b> 8 Ways to Communicate Effectively with Clients	ONLINE	.25				
<b>ONLINE MODULE 2</b>	<b>ONLINE</b>		<b>1</b>			
<b>INDEXOLOGY</b> Understanding Commonly Used Equity Benchmarks	ONLINE	.5				
<b>COMMON HEDGE FUND QUESTIONS</b> Straight Answers	ONLINE	.5				

### ADDITIONAL INFORMATION:

- There is no fee and no advanced preparation required to attend an LCS presentation.
- Attendees are required to sign an attendance sheet at each LCS presentation in order to pursue any of the continuing education credits listed above.
- For more information regarding administrative policies such as complaints, or to register, please contact our offices at 800-882-0011.

**CIMA** CIMA and/or CIMC designees who attend an LCS presentation are individually responsible for submitting their non-IMCA continuing education (CE) application with proof of attendance to IMCA. A certificate of completion will be provided by Lazard Asset Management.  
IMCA web site: [www.imca.org](http://www.imca.org)

**CFP** Lazard Asset Management will report CE credits to the CFP board for all those attendees that provide either their certificate number or the last four digits of their social security number on the attendance sheet. Attendees will also receive a certificate of completion.  
CFP web site: [www.cfp.net](http://www.cfp.net)

**CPE** CPAs are responsible for recording and maintaining their CPE credits. Certificate of completion will be provided by Lazard Asset Management. Lazard Asset Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417.  
NASBA web site: [www.nasba.org](http://www.nasba.org)

For additional information please visit [www.lazardnet.com/lcs](http://www.lazardnet.com/lcs)

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