



RESEARCH INITIATIVE TOPIC ▾	TARGET LAUNCH ▾	PARTICIPANTS ▾
<b>U.S. HIGH-NET-WORTH</b>		
<b>U.S. Private Banks and Trust Companies</b>	1Q	Private Bank & Trust Company Executives
<b>U.S. Private Banks and Trust Companies: Asset Management Opportunities</b>	1Q	Asset Managers, ETF Sponsors
U.S. High Net Worth, Asset Management Opportunities	3Q	Asset Managers
U.S. High Net Worth, Private Wealth Management	3Q	All HNW-Focused Wealth Managers
<b>U.S. INSTITUTIONAL</b>		
<b>U.S. Alternative Investments</b>	1Q	Retail and Institutional Asset Managers
U.S. Collective Investment Trusts	1Q	CIT Trustees
<b>U.S. Institutional Sales &amp; Service Organizations</b>	1Q	Institutional Asset Managers
<b>U.S. Corporate Defined Benefit/Derisking</b>	2Q	Pension CIOs/Investment Professionals
<b>U.S. Health and Hospital Systems</b>	2Q	Healthcare Investment Professionals
<b>U.S. Outsourced Chief Investment Officer (OCIO) Providers</b>	2Q	OCIO Providers
U.S. Institutional Sales and Services Professionals Working With Outsourced Chief Investment Officers (OCIOs)	3Q	OCIO Providers
U.S. Insurance General Accounts, Asset Managers	3Q	Institutional Asset Managers
U.S. Insurance General Accounts, Insurers	3Q	Insurance CIOs and Investment Professionals
<b>U.S. INTERMEDIARY</b>		
<b>U.S. Distribution Executive</b>	2Q	NSMs/Heads of Distribution
<b>U.S. Key Accounts</b>	2Q	Head of Key Accounts
U.S. RIA Custodian	3Q	RIA Custodians
<b>U.S. INVESTOR</b>		
<b>U.S. Retail Direct Providers</b>	1Q	Retail Direct Providers
<b>U.S. MANAGED ACCOUNTS</b>		
<b>U.S. State of Managed Accounts, Asset Managers</b>	1Q	Asset Managers
<b>U.S. State of Managed Accounts, Sponsors</b>	1Q	Program Sponsors, Broker/Dealers, TAMPs
U.S. Exchange-Traded Funds Advisory Programs	Quarterly	Program Sponsors
U.S. Mutual Fund Advisory Programs	Quarterly	Program Sponsors
U.S. Proprietary Separate Account Asset Managers	Quarterly	Asset Managers
U.S. Rep-as-Advisor Programs	Quarterly	Program Sponsors
U.S. Rep-as-Portfolio Manager Programs	Quarterly	Program Sponsors
U.S. Separate Account Programs	Quarterly	Asset Managers
U.S. Sponsor Separate Account Programs	Quarterly	Program Sponsors
U.S. Third-Party Managed Account Providers	Quarterly	Third-Party Providers
U.S. Unified Managed Accounts	Quarterly	Program Sponsors
<b>U.S. PRODUCT DEVELOPMENT</b>		
<b>U.S. Request for Proposal (RFP)</b>	1Q	Asset Managers
<b>U.S. Subadvisory - Asset Managers</b>	1Q	Asset Managers
<b>U.S. Subadvisory - Subadvisors</b>	1Q	Subadvisors
<b>U.S. Exchange-Traded Funds Issuers</b>	2Q	ETF Issuers
<b>U.S. Exchange-Traded Funds Strategists</b>	2Q	ETF Strategists
<b>U.S. Products &amp; Strategies</b>	2Q	Asset Managers



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<b>U.S. RETIREMENT</b>		
U.S. DC Plan Recordkeeper	1Q	Recordkeepers
U.S. Target-Date Industry Trends	1Q	Target-Date Asset Managers
U.S. Defined Contribution Investment-Only	2Q	Asset Managers
U.S. Annuity Issuers	3Q	Insurers of Variable, Fixed, Fixed Indexed Annuities
U.S. Retail IRA	Semi-annually	Asset Managers/Recordkeepers
<b>ASIA</b>		
Asian Distribution Dynamics	1Q	Asset Managers
Asset Management in Southeast Asia	1Q	Asset Managers
Non-Traditional/Emerging Strategies in Asia	2Q	Fund Distributors
Institutional Asset Management in Asia/Asian Insurance Industry	3Q	Asset Managers
<b>EUROPE</b>		
European Institutional Dynamics	1Q	Institutional Asset Managers
European Marketing Organizations	2Q	Retail Asset Managers
European Sales Teams	2Q	Foreign Managers in the U.K., Germany, France, Italy, Switzerland, Spain, and Sweden
European Alternative Investments, Asset Managers	3Q	Retail and Institutional Asset Managers
European Alternative Investments, Investors	3Q	Institutional Investors
European Distribution Dynamics	4Q	International Asset Managers
European Insurance Industry, Asset Managers	4Q	Institutional Asset Managers
European Insurance Industry, Insurers	4Q	Insurers

## WHAT ARE CERULLI RESEARCH INITIATIVES?

Cerulli research initiatives consist of confidential interviews and surveys focusing on asset management and distribution trends in the financial services industry around the globe. Research interviews, conducted by Cerulli analysts, are an exchange of ideas and generally last 30 minutes to one hour. Our surveys typically range from 15–30 quantitative and qualitative questions. Participants are compensated through deliverables such as related research, key findings, or benchmarking reports.

## HOW WILL CERULLI USE YOUR DATA?

All responses are aggregated to protect the anonymity of specific firms and respondents. Data collected is used across all Cerulli publications.

## HOW CAN MY FIRM PARTICIPATE?

Email us at [surveys@cerulli.com](mailto:surveys@cerulli.com) and select the initiatives you would like to participate in. We will follow up with you shortly.

## BENEFITS OF PARTICIPATING

Participation benefits vary depending on the topic and length of the initiative and may include the following:

### Key Findings

All research call participants and some survey participants will receive complimentary key findings from the related research report. These comprise of select exhibits, which may include explanations and key implications.

### Custom Survey Report

Within a few weeks after the survey closes, participants will receive a report highlighting their firm's responses relative to the survey universe. This analysis is useful for strategic planning and decision-making.

### Complimentary Research

Participants may receive research, such as a complimentary Cerulli Edge, relevant to the survey topic immediately upon completion of the survey.

### LEARN MORE

For more information about Cerulli research initiatives, please contact:

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