

26<sup>th</sup>-27<sup>th</sup> September 2025

Porto Palace hotel, Thessaloniki



**Bhupinder Anand** is Managing Director of 'Anand Financial Architecture', based in London, England. He is a 29-year member of MDRT with 24 years as Top of the Table and has twice been awarded UK 'Independent Financial Adviser of the Year'.

He is one of the profession's favourite speakers, having spoken at major conferences all around the world including MDRT Annual Meetings many times.

He also runs the 'Advisor Master Class' coaching programme and is author of 'Smashing the Glass Ceiling – Breaking Through Your Personal Barriers to Success'.

Bhupinder has a unique insight into understanding the importance of creating value for clients and how the words and processes we use can influence the results we get from our clients.

Through Bhupinder's Power of Words speech, he will be sharing how the use of creative language can influence the Reaction we get from our clients, and the Responses they give us, to deliver the Results we desire.