

World Financial Planning Day Marks 10 Years with Global Activities and New Research on AI in Financial Planning

Global celebration will help individuals discover the value of financial planning with local activities, financial education resources and artificial intelligence insights

DENVER, COLO – 23 September 2026 – As financial decisions grow more complex, [Financial Planning Standards Board Ltd. \(FPSB\)](#) and its global network will celebrate the 10th annual World Financial Planning Day (WFPD) on 7 October 2026 to show how financial planning with the help of a CERTIFIED FINANCIAL PLANNER professional can help individuals and families make informed decisions, reach their goals and achieve greater financial confidence.

Held as part of the International Organization of Securities Commissions' (IOSCO) [World Investor Week \(WIW\)](#), the global campaign provides an opportunity to reinforce the value of financial planning and the role CFP professionals play in strengthening financial education and consumer protection worldwide. [View video remarks](#) from IOSCO Secretary General Rodrigo Buenaventura.

“World Financial Planning Day is a chance for people everywhere to see how financial planning can help them take meaningful steps toward the lives they want to live,” said FPSB CEO Dante De Gori, CFP. “As we mark the 10th year of this global initiative, FPSB and our Network are pleased to highlight the many ways CFP professionals can help people make informed decisions, improve their financial wellbeing and plan for the future.”

FPSB will mark World Financial Planning Day with the release of new global findings from its *2026 Impact of Artificial Intelligence on Financial Planning* study. The research explores how artificial intelligence is shaping the way consumers engage with financial information and how financial planners are using AI to improve efficiency and better serve clients, while reinforcing the importance of professional judgment, ethical responsibility and human understanding in financial planning.

Activities around the world

Across Brazil, Canada, Chinese Taipei, Germany, Hong Kong, India, Italy, Japan, Thailand and the U.S., World Financial Planning Day will be celebrated through activities designed to help people better understand the benefits of financial planning, including:

- Pro bono financial planning clinics
- In-person and virtual financial education webinars, panel discussions and videos
- Release of new findings from FPSB's *2026 Impact of AI on Financial Planning* global research

- Media and social media initiatives to raise awareness of the value of financial planning

More details of these activities are available on the [World Financial Planning Day website](#).

New videos showcase the value of financial planning

New this year, FPSB has released videos featuring CFP professionals sharing how financial planning can support people and help them recognize benefits they may overlook. The videos explore two questions: [How does financial planning help people in their everyday lives?](#) and [What's one benefit of financial planning people often overlook?](#)

Get involved

Individuals are invited to take part in World Financial Planning Day activities and explore resources to understand how financial planning can help them achieve their goals. More information is available on [worldfpday.org](#) and [worldinvestorweek.org](#), and by joining the #WFPD2026 and #OSCOWIW2026 conversations on FPSB's social media channels.

About FPSB Ltd.

FPSB manages, develops and operates certification, education and related programs to benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning. FPSB demonstrates its commitment to excellence with the marks of professional distinction – CFP, CERTIFIED FINANCIAL PLANNER and  – which it owns internationally. FPSB and our global network of organizations certify CFP professionals in 29 territories. CFP professionals are certified in Australia, Austria, Brazil, Brunei, Canada, Chinese Taipei, Colombia, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Macau, Malaysia, the Netherlands, New Zealand, People's Republic of China, Republic of Korea, San Marino, Singapore, South Africa, Switzerland, Thailand, the United Kingdom and the United States. There are 236,300 CFP professionals worldwide. For more, visit [fpsb.org](#).

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About CFP Certification

CFP certification is the global symbol of excellence in financial planning and represents financial planners who commit to standards of competency and ethics, and to putting clients' interests first. The CERTIFIED FINANCIAL PLANNER credential represents financial planning professionals who commit to better serving their clients through rigorous international standards, ethical practices and lifelong learning.

CFP Certification *Global excellence in financial planning™*

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