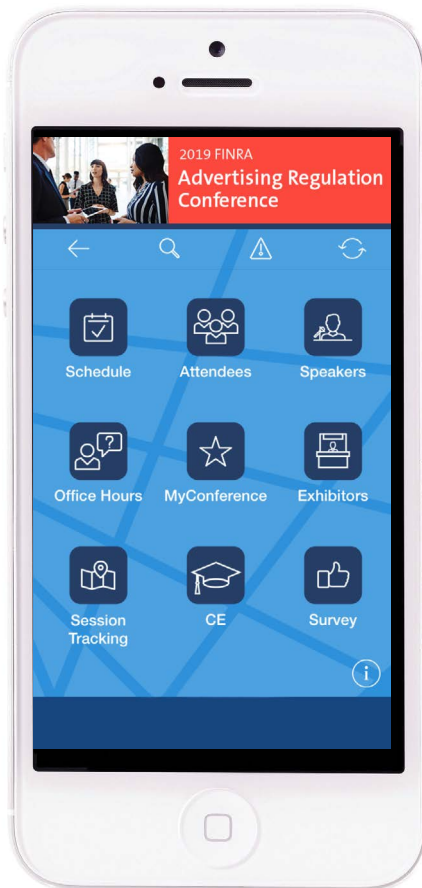


## App Tip Sheet | Advertising Regulation Conference

Registered attendees are granted access to the FINRA Advertising Regulation Conference app. All materials—including session presentations, handouts and the conference schedule—are available through it.



### App | Log in:

1. Go to the App store on your mobile device (Google Play Store/iTunes App Store).
2. Search for “FINRA’s Events” and then download the app.
3. When the download is complete, open the app.
4. Enter your user ID (the email address you used to register for the conference) and password (finra1939). If you have previously logged into the app and changed your password, the same password will apply.
5. Click on the “Events” icon and then select “Advertising Regulation Conference.”

## App | Functionality

Within the app, you can navigate the conference venue, complete the survey and network with other conference attendees.



**Schedule:** See the full conference schedule and browse sessions. Select a specific session to access the session description, speaker information and associated materials; ask session-specific questions; participate in polling; and take notes.

▶ **Polling:** To participate in polling, under the “Schedule” icon, select the session name, and then tap the “Polling” button.

▶ **Session Questions:** To ask a question through the app, select the session name under the “Schedule” icon and tap on the “Ask” button. This will then prompt you to submit your question via email.

▶ **Check In/Check Out:** To receive CLE/CLP Continuing Education (CE) credits, under the “Schedule” icon, choose the session, and then click the “Check In/Check Out” button to enter the four digit custom code provided and tap submit.



**Attendees:** Search for a specific person or sort the entire attendee list by name or company. Email other attendees using the “Let’s Meet” or “Email” icons on the attendee’s details page.



**Speakers:** See a list of the conference speakers. Search for a speaker or tap the speaker’s name to see his or her bio, photo and all of the sessions where the speaker is presenting.



**MyConference:** Mark sessions, attendees, exhibitors, etc., as favorites by tapping the “○” (iPhone) or “□” (Android) icon next to each name. From MyConference, you can view your personalized schedule, contacts and your notes.

▶ **Emailing Options:** You can email information to yourself—like notes and contact info—through the app from MyConference. Tap the “Export” button in the upper right corner, then select the items to export, next tap “Send,” and then enter your email address.



**MyProfile:** Enter your contact information through the “MyProfile” icon by tapping on the edit button in the upper right corner. You can choose the information you wish to make public to attendees or keep private and save.



**Floor Plans:** The “Floor Plans” section provides a hotel floor plan for the space—use this to easily find the locations of sessions and the exhibitors you want to visit.



**Survey:** Submit feedback on the overall experience via the “Survey” icon on the app home page. Please note: Once you start the survey, if you navigate away from the page, your answers will not be saved.



**CE:** Learn about continuing education credits offered at the Advertising Regulation Conference.



**FAQs:** Review answers to the most frequently asked questions.



**FINRA News:** Easily find FINRA news, reports and updates by tapping the FINRA News icon.



**Social Media:** View the FINRA Twitter feed and follow @FINRA and tweet your comments using #FinraAdReg.

**HELP:** For assistance with the app, visit the App/CE/Office Hours desk at the conference.

# Welcome to the 2019 FINRA Advertising Regulation Conference

We hope you enjoy using our FINRA Advertising Regulation Conference app to help you get the most out of our event. Take a quick look at these helpful tips.



**SKIP**

**NEXT**



## Personalize It

Mark sessions, attendees, exhibitors, etc., as a favorite by tapping the "O" icon (iPhone) or "□" (Android) next to their name. From MyConference, you can view your personalized schedule, contacts, exhibitors and your notes.



**PREV**

**SKIP**

**NEXT**



## Note It

Take notes on sessions, speakers, exhibitors, etc. Export your notes and lists by selecting "MyConference," tapping "Export" in the upper right, selecting the items to export, tapping "Send," and entering your email.



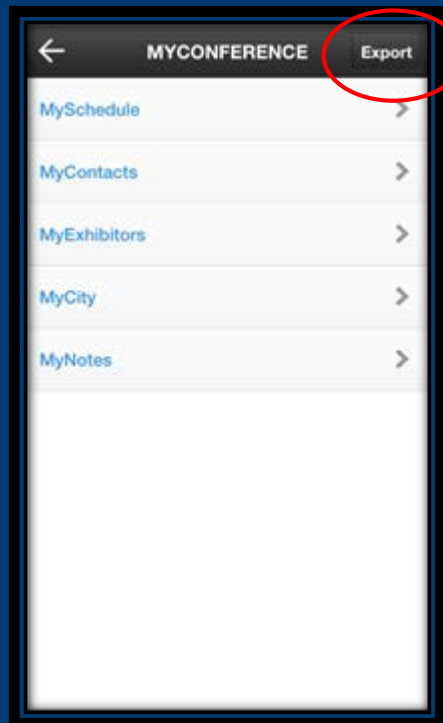
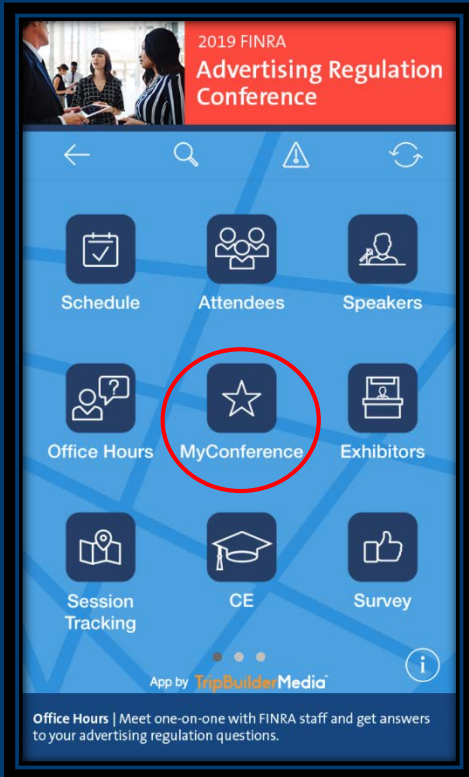
**PREV**

**SKIP**

**NEXT**

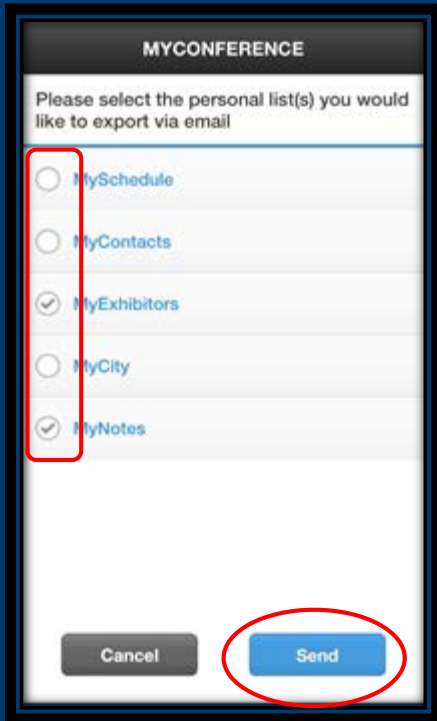
# Example

## 2. Tap Export



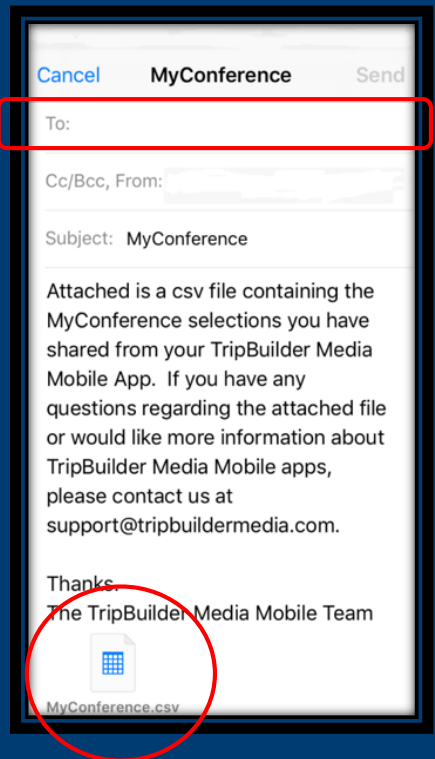
## 1. Select MyConference

# Example Continued



3. Select items  
& Tap send

## 4. Enter email





## Map It

Easily find sessions and exhibitors by tapping the "Map It" icon located next to their names.



PREV

SKIP

NEXT



## Export It

To view handouts for a session, tap the "Handout" icon on the session detail screen (icon only appears if there is a handout). To export handouts, tap the "Export" icon on the handouts listing page.



**PREV**

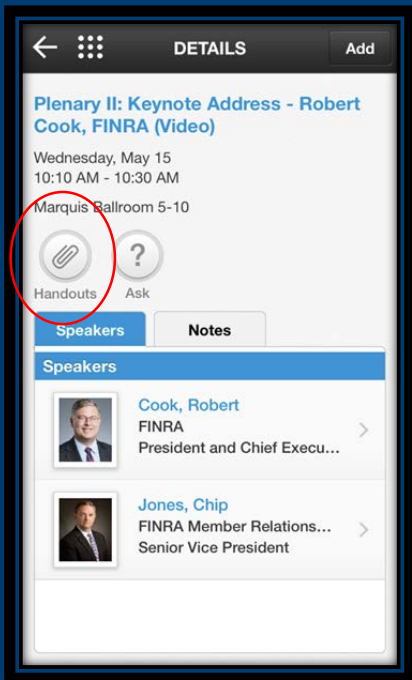
**SKIP**

**NEXT**



# Example

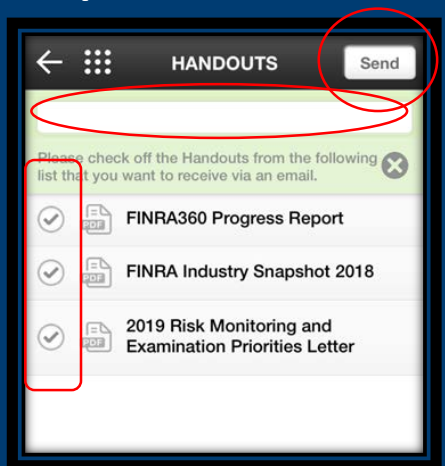
## 1. Select Handouts



## 2. Tap Export



## 3. Select items, enter email & Tap send





## Rate It

Share your feedback with us by completing our in-app survey. To access, tap the "Survey" icon on the home screen. Please note: Once you start the survey, if you navigate away from the page, your answers will not be saved.



**PREV**

**SKIP**

**NEXT**



## Ask It

Ask session-specific questions by going to "Schedule," > session name and tapping the "Ask" button at the top of the session details page.



PREV

SKIP

NEXT



## Schedule It

Schedule a meeting with FINRA staff to discuss questions and concerns. Select the Office Hours icon, tap the "O" icon (iPhone) or "□" (Android) next to appointment to book.



PREV

SKIP

NEXT



## Get Continuing Education Credits for It

The conference is eligible for CFP,  
CLE and CRCP CE credits. Tap the  
CE Icon for more information. For  
CLE/CFP credits, remember to  
check-in and out of each CE-eligible  
session.



PREV

SKIP

NEXT



## Check In

To track the sessions you attend, please check in and out of each session by selecting the "Schedule" icon > session name and tap on the Check-in / Check-out button at the top of the screen. Use the custom code provided during the session.



**PREV**

**SKIP**

**NEXT**



## Poll It

Some sessions will have polling. To participate, go to Schedule > Session title and tap on the "Polling" icon at the top of the session details page (icon only appears if there is polling).



PREV

SKIP

NEXT



## Demo It

Visit the FINRA Innovation and Business Zone Demonstrations. FINRA Staff will be demoing various FINRA systems and online resources in the Grand Ballroom Foyer and Lafayette Room.



**PREV**

**SKIP**

**NEXT**





## FINRA News

Easily find FINRA news, reports and updates by tapping on the "FINRA News" icon.



PREV

SKIP

NEXT



## Sync It

When there's new info, you'll know.  
Simply tap the "Sync" icon located  
on the upper right of your home  
screen when you see the red "Sync"  
badge appear.



PREV

SKIP

DONE

# Example

