Information Notice

October 23, 2009

Continuing Education Planning

Executive Summary

On October 23, 2009, the Securities Industry/Regulatory Council on Continuing Education (the Council) released the semi-annual Firm Element Advisory (see *Regulatory Notice 09-61*). The Council suggests that firms consult the Firm Element Advisory when developing their Firm Element training needs analysis.

FINRA offers a range of online training resources that address many of the topics that the Council has outlined in the Firm Element Advisory. These may be suitable for Firm Element training and are available on demand through *www.finra.org/onlinelearning*.

FINRA's training resources are offered in several formats and are available for free or a nominal charge:

- **Podcasts:** Short audio recordings on specific targeted topics, which can be heard online or downloaded to a portable media player (see *www.finra.org/podcasts*).
- **Webcasts:** Online streaming video presentations that take about 10 minutes to watch; monthly completion tracking reports are available (see *www.finra.org/webcasts*).
- **E-Learning Courses:** More in-depth online training featuring assessment tests, scenarios, real-time completion tracking and certificates of completion (see *www.finra.org/elearning*).

Suggested Routing

- Compliance
- Continuing Education
- Legal
- Training

Key Topics

- Continuing Education
- Firm Element

Referenced Rules & Notices

- Notice 09-61

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Discussion

FIRM ELEMENT ADVISORY TOPICS	FINRA OFFERING
Alternative Investments	**Non-Traditional Exchange-Traded Funds** • Non-Traditional Exchange-Traded Funds (Podcast) **NEW** **New Products** • Hedge Funds: Understanding Sales Practice Responsibilities (E-Learning) • Structured Products (E-Learning and Webcast) • New Product Suitability Considerations (Webcast) • Equity Indexed Annuities Considerations (Webcast) • Private Placements (E-Learning and Webcast) **Public Offerings of DPPs and REITs** • Public Offerings of DPPs and REITs (Podcast) **Obligations With Regard to Cash Alternatives** • Cash Alternatives (Podcast) **NEW** **Sales of Securities in a High Yield Environment** • High Yield Environment Instruments (Podcast) **NEW**
Anti-Money Laundering	**For Staff Working With Retail Customers:** • AML—Retail: Exploring New Risks (E-Learning) • AML—Retail: Recognizing and Escalating Suspicious Activity (E-Learning) • AML—Retail: The Responsibility to Know Your Customer (E-Learning) • AML—Retail: Recognizing Red Flags (E-Learning) • AML—Retail: Customer Identification Procedures (E-Learning) **NEW** • AML: Do You Know Your Customer (Webcast) • AML: Examples of Red Flags (Webcast)

FIRM ELEMENT ADVISORY TOPICS	FINRA OFFERING
Anti-Money Laundering Continued	**For Staff Working With Institutional Customers:** • AML—Institutional: Exploring New Risks (E-Learning) • AML—Institutional: Identification and Reporting Issues (E-Learning) • AML—Institutional: Identifying and Managing Higher-Risk Clients (E-Learning) • AML—Institutional: Recognizing Red Flags (E-Learning) • AML—Institutional: Customer Identification Procedures (E-Learning) **NEW** • AML—Institutional: Know Your Customer (Webcast) • AML—Due diligence for foreign private banking accounts (Webcast) **NEW** • AML—Due diligence for foreign correspondent accounts (Webcast) **NEW** **For Staff Working in Operations:** • Anti-Money Laundering for Operations Staff (Webcast) • AML—Operations: Recognizing Red Flags (E-Learning) • AML—Operations: Customer Identification Procedures (E-Learning) **NEW** **For Compliance Staff:** • What to Expect: Anti-Money Laundering Reviews During Routine Exams (Webcast) • AML Law Enforcement Requests (Podcast)
Business Continuity	• Business Continuity Planning: Recent Survey Findings (Podcast)
Communications	**General** • Communications with the Public: An Introduction to Compliance Issues (E-Learning) • Communications with the Public: What a Registered Representative Should Know (Webcast) • What to Expect: Filing Communications for Review (Webcast) • Principal Approval of Sales Material (Podcast)

FIRM ELEMENT ADVISORY TOPICS	FINRA OFFERING
Communications Continued	**Electronic Communications** • Electronic Communications: Social Networking Web Sites (Podcast) **NEW** • Electronic Communications: Blogs, Bulletin Boards and Chat Rooms (Podcast) **NEW** • Electronic Communications: Web Sites (Podcast) **NEW** **Misleading Communications** • Seniors: Communications (Podcast)
Corporate Finance and Institutional Business	**Conflicts of Interest** • Conflicts of Interest (E-Learning and Webcast) **Fairness Opinions** • Fairness Opinions (Podcast) **Resales of Unregistered Restricted Securities** • Unregistered Resales of Restricted Securities (Podcast) **NEW** **SEC Rule 144** • Private Placements (E-Learning and Webcast)
Customer Accounts	• Customer Information Protection (E-learning – available 2009) **NEW** **Customer Account Transfers** • Report of the Customer Account Transfer Taskforce (Podcast) **Federal Trade Commission (FTC) Red Flag Rule** • FTC's Red Flags Rule Template (Podcast) **NEW**
Ethics and Business Conduct	• Ethics: The Importance of Ethical Behavior (Webcast) • Insider Trading (E-Learning) **NEW**
Finance and Operations	**Recordkeeping Requirements** • Books and Records (E-Learning) • Record Retention Relief (Podcast)

FIRM ELEMENT ADVISORY TOPICS	FINRA OFFERING
Gifts and Business Entertainment	**Gifts and Gratuities** • Business Gifts (E-Learning and Webcast) • Foreign Corrupt Practices Act: Avoiding Improper Payments (E-Learning) **UPDATED**
Insurance/Annuities	**Deferred Variable Annuities** • Variable Annuities: Sales Practice Issues for 1035 Exchanges (E-Learning) • Variable Annuities: Suitability and Disclosure for New Purchases (E-Learning) • Variable Annuities: Requirements for Representatives (E-Learning and Webcast) • Variable Annuities: Requirements for Supervisors (E-Learning and Webcast) **Variable Life Settlements** • Life Settlements (Webcast)
Margin and Margin Accounts	• Margin Accounts (Webcast)
Mark-Ups/ Mark-Downs	**Fair Prices and Commissions** • Debt Mark-Ups (E-Learning) • Debt Mark-Ups (Webcast) • Debt Securities Mark-Up Interpretation (Podcast)
Research	• Foreign Research Analyst Exemption (Podcast) **Trading Ahead of Research Reports** • Trading Ahead of Research Reports (Podcast) **NEW**
Sales Practices & Supervision	**529 College Savings Plans** • 529 College Savings Plan Sales Practices (E-Learning) • 529 Plans: The In-State Versus Out-of-State Decision (Webcast) **Municipal Securities Supervisory Requirements** • MSRB Supervision Rules (Webcast) **Proprietary Trading** • Unauthorized Proprietary Trading (Podcast) **NEW**

FIRM ELEMENT ADVISORY TOPICS	FINRA OFFERING
Senior Investors	**Suitability** • Senior Investor Suitability Considerations (E-Learning) • Considerations for Working with Seniors (Webcast) • Seniors: Suitability (Podcast) **Supervision** • Retail Supervision: Sales to Senior Investors Retail (E-Learning) • Supervisory Considerations for Working with Seniors (E-Learning and Webcast) • Seniors: Supervision (Podcast) **Free Lunch Seminars** • Seniors: Free Lunch (Podcast) **Other** • Senior Investor Issues: Diminished Capacity (E-Learning – available 2009) **NEW** • Seniors: Communications (Podcast) • Seniors: Diminished Capacity (Podcast)
Trading Practices and Supervision	• Retail Branch Office Supervision: Compliance with Regulations (E-Learning) • Retail Branch Office Supervision: Understanding Supervisory Responsibilities (E-Learning) • Supervision: Obligations for Firms with Institutional Clients (E-Learning) • Supervision of Recommendations after a Registered Representative Changes Firms (Podcast) • Understanding Supervisory Controls (Podcast)
Transaction Reporting and Data Dissemination	• Life of an Equity Trade (E-Learning and Webcast) • Municipal and Trace Transaction Reporting Teleconference (Podcast)