

Advertising Regulation Conference

October 25 – 26, 2012

Renaissance Washington, DC Downtown Hotel
999 Ninth Street, NW • Washington, DC 20001

Highlights

- ▶ New FINRA communications rules
- ▶ The latest regulatory developments in securities advertising, including social media
- ▶ New session on derivatives and structured products
- ▶ Interactive, hands-on workshops
- ▶ Office hours with FINRA Advertising Regulation analysts

Register today at www.finra.org/conferences/adreg4.

2012 Advertising Regulation Conference

Practical guidance on complying with securities advertising rules and regulations

At this year's event, you will have the opportunity to:

- ▶ learn how to apply the new rules for retail and institutional communications;
- ▶ meet one-on-one with FINRA's Advertising Regulation staff during our office hours;
- ▶ network with industry experts and peers;
- ▶ engage with moderators and panelists during our general Q&A session; and
- ▶ view a demonstration of the Advertising Regulation Electronic Files (AREF) system.

Help Shape Session Content

We invite you to help shape session content by submitting questions in advance. Email your questions to conreg@finra.org by Friday, October 12.

Earn Continuing Education Credits = CLE, CPE and CRCP

Upon completion of the conference, participants may be eligible to receive continuing education credits.

▶ CLE

As many as 7.5 CLE credits may be available depending upon the number of conference hours attended and the state in which credit is sought.

While FINRA processes CLE applications on behalf of conference attendees, attendees are responsible for complying with all rules and regulations governing the jurisdictions in which they seek credit.

▶ CPE

Conference attendees may receive up to 7.5 CPE credits. This is a live group event. The program level is "overview" and there are no prerequisites or advanced preparation required.

▶ CRCP

Graduates of the FINRA Institute at Wharton Certified Regulatory and Compliance Professional (CRCP) program may receive nine CRCP CE credits for attending the conference. Alumni should self-report their credits upon conclusion of the conference by sending an email to crcp@finra.org.



West Professional Development is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Agenda With Session Descriptions

WEDNESDAY, OCTOBER 24

5:00 p.m. – 7:00 p.m. **Registration and Information**

THURSDAY, OCTOBER 25

7:30 a.m. – 5:00 p.m. **Registration and Information**

7:30 a.m. – 9:00 a.m. **Continental Breakfast**

9:00 a.m. – 10:30 a.m. **General Session**

▶ **Regulatory Developments**

Senior FINRA staff discuss recent regulatory developments, including proposed and new rules pertaining to communications with the public. The panel focuses particularly on the new FINRA advertising rules that will become effective in February 2013.

10:30 a.m. – 11:00 a.m. **Break**

11:00 a.m. – 12:15 p.m. **Concurrent Sessions I**

▶ **Mutual Funds: A Road Map to Compliant Communications**

Panelists share key compliance considerations in creating or approving mutual fund and ETF communications. Discover how to recognize problematic language, avoid incomplete disclosures and develop compliant performance presentations. Panelists also discuss current areas of interest, such as non-traditional ETFs, alternative investment strategies in mutual funds and ETFs, and yield-chasing concerns.

▶ **Nuts & Bolts of Advertising Regulation**

Designed for compliance and marketing professionals who may be new to advertising regulation and those who need a refresher, this panel reviews the essentials of the rules and how they apply to various communications, including sales material on the Web. Panelists discuss key provisions of the new advertising rules, including the new categories of sales communications (retail, institutional and correspondence) and their content, filing and approval requirements. The panel also covers how to identify and address advertising red flags.

▶ **Social Media Compliance**

Industry and FINRA experts discuss FINRA's regulatory approach to social media, including recent exam findings and how firms have implemented FINRA's guidance. The panel will discuss compliance challenges, including how firms are dealing with third-party content, mobile technology considerations and record retention.

12:15 p.m. – 1:45 p.m. **Lunch**

1:45 p.m. – 3:00 p.m. **Concurrent Sessions II**

▶ **Enforcement Case Studies**

Panelists share examples of disciplinary actions involving communications with the public. Presenters highlight "red flags" and provide suggestions to help you avoid similar problems.

▶ **Mutual Funds: A Road Map to Compliant Communications**

(See description above)

▶ **Nuts & Bolts of Advertising Regulation**

(See description above)

Agenda With Session Descriptions

THURSDAY, OCTOBER 25 (continued)

3:00 p.m. – 3:30 p.m. Break

3:30 p.m. – 4:45 p.m. **Concurrent Sessions III**

▶ **Enforcement Case Studies**

(See description above)

▶ **Social Media Compliance**

(See description above)

▶ **Variable Insurance Products: Common Advertising, Suitability and Sales Practice Issues**

Panelists from FINRA and the industry conduct this interactive session, which focuses on common advertising compliance, suitability and sales practice issues applicable to the marketing of variable insurance products. The discussion also explores compliance challenges and how firms are implementing FINRA guidance. In addition, attendees and panelists jointly review a mock advertisement and discuss the relevant compliance considerations.

5:00 p.m. – 6:30 p.m. Reception

FRIDAY, OCTOBER 26

7:30 a.m. – 1:00 p.m. Registration and Information

7:30 a.m. – 9:00 a.m. Continental Breakfast

9:00 a.m. – 10:15 a.m. **Concurrent Sessions IV**

▶ **Advertising Review Workshop**

Apply advertising rules to several mock advertisements and uncover the hidden violations during this highly interactive and dynamic session. Work in small groups and present your findings to other workshop attendees while moderators present the regulatory perspective, clarify any misperceptions and answer questions.

▶ **General Brokerage Products Communications**

FINRA staff discuss advertising for non-investment company securities products and investment services offered by the general brokerage community. The discussion encompasses stocks, equity research reports and recommendations, fixed income, DPPs, private placements, listed options and security futures. The panel also addresses non-traded REITs, as well as provides guidance on issues relating to seminar communications. Other topics include ghost-written and third-party communications, as well as the new standards for taxable vs. tax-deferred illustrations.

▶ **Sales Practices and Supervision of Sales Staff**

Designed for compliance professionals who supervise sales staff, this session uses a scenario-based format to examine the issues that registered principals confront in today's regulatory environment. Topics include supervisory procedures, supervision of correspondence, use of institutional material, face-to-face meetings with customers and compliance challenges associated with non-traditional products.

Visit www.finra.org/conferences/adreg4 to register.

Agenda With Session Descriptions

FRIDAY, OCTOBER 26 (continued)

10:15 a.m. – 10:30 a.m. Break

10:30 a.m. – 11:45 a.m. **Concurrent Sessions V**

▶ **Advertising Review Workshop**

(See description above)

▶ **Marketing Derivatives and Structured Products**

Join FINRA staff from the Advertising Regulation, Member Regulation and Transparency Services departments in a lively discussion of the compliance challenges firms face in marketing these complex products. Topics include exchange-traded notes (ETNs), collateralized mortgage obligations (CMOs), reverse convertible notes and index-related investments, such as steepeners. The panel features an in-depth look at the new filing requirement for retail communications concerning derivative products.

▶ **Sales Practices and Supervision of Sales Staff**

(See description above)

11:45 a.m. – 12:00 p.m. Boxed Lunch

12:00 p.m. – 1:00 p.m. **General Session**

▶ **Open Questions and Answers**

In this final session, you can pose questions to senior FINRA staff and also hear how other firms are handling advertising compliance challenges. The panel also addresses key questions and answers of general interest drawn from the other conference sessions.

Other Information

Exhibitors

Conference exhibitors showcase a wide range of products and services for broker-dealer firms.

Confirmed exhibitors include:

- Actiance
- Bloomberg Vault
- BNY Mellon Asset Servicing
- eDynamics
- ERADO
- Global Relay
- Hearsay Social
- NRS
- Patrina Corporation
- Red Oak Compliance Solutions, LLC
- Reed Archives
- RegEd
- SMARSH
- Socialware

Visit www.finra.org/conferences/adreg4 for information on exhibitor opportunities.

Register Early for Discounted Registration Rates

	Before or on October 3, 2012	After October 3, 2012
Member	\$795	\$895
Non-Member	\$1,225	\$1,325

Volume discounts are available. Full refunds, less a \$100 processing fee, will be granted to written requests received by October 11, 2012.

How to Register

Complete the online registration form available at www.finra.org/conferences/adreg4 and submit payment via credit card. Online registration closes on October 24, 2012. If you experience difficulties registering, please call (202) 728-8339 or send an email to conreg@finra.org.

Conference registration is limited and available on a first-come, first-served basis. Please note that this event is not open to journalists.

Hotel Information

A room block is available at the **Renaissance Washington, DC Downtown Hotel** at the special rate of \$249 per night, plus tax. This rate will be available until October 3 or until the room block is sold out, whichever occurs first. After that point, hotel reservations will be accepted on a space- and rate-available basis. Hotel reservations, cancellations and charges are the attendee's responsibility. To reserve a room, please call (800) 228-9290 or (202) 898-9000 and identify yourself as an attendee of FINRA's Advertising Regulation Conference.

Renaissance Hotel – Downtown

999 Ninth Street, NW
Washington, DC

[Online Reservations](#)

A room block is also available at the **Embassy Suites DC Convention Center Hotel**, located approximately two blocks from the Renaissance Washington, DC Downtown Hotel.

Embassy Suites DC Convention Center Hotel

900 10th Street, NW
Washington, DC 20001

Phone: (202) 739-2001
Toll free: (800) 362-2779

Rate: \$299 per night, plus tax. This rate will be available until October 9, 2012 or until the room block is sold out. To reserve a room, please call (800) 362-2779 and identify yourself as an attendee of FINRA's 2012 Advertising Regulation Conference.

Visit www.finra.org/conferences/adreg4 to register.

Travel Information

Please make sure your registration has been confirmed via email prior to booking travel for and arriving at the conference. FINRA suggests that you do not purchase restricted or nonrefundable tickets for travel to the conference, especially prior to receipt of your registration confirmation. FINRA assumes no liability for penalties or fare increases should the conference sell out or in the unlikely event that the conference dates and/or location change.

Cancellation Policy

Full refunds for registration, less a \$100 processing fee, will be granted to written requests received 14 days or more prior to the start date of the program. No refunds will be granted after October 11, 2012.

Contact Information

For more information or concerns, please call (202) 728-8339 or send an email to conreg@finra.org.