
Top 10 Compliance Mistakes in Advertising



Thursday, FEBRUARY 26, 2015

12:00 pm – 1:30 pm Pacific
1:00 pm – 2:30 pm Mountain
2:00 pm – 3:30 pm Central
3:00 pm – 4:30 pm Eastern

Advertising requirements are difficult and can often lead to disagreements between compliance and marketing teams. This webinar will walk attendees through the top 10 compliance mistakes financial institutions make in their advertisements and – just as importantly – how to fix the mistakes to ensure compliant advertisements. The top 10 cover a variety of products, including checking accounts, credit cards, and auto loans, and a variety of media, including print, social media, and online advertisements. You'll walk away with tools to ensure your bank's advertisements are compliant.

HIGHLIGHTS

- Examples of common advertising mistakes and how to fix them
- A plain English explanation of advertising requirements
- List of trigger terms and the additional disclosures required
- Sample loan repayment examples
- The “one click” rule for online advertising – including social media

- **TAKE-AWAY TOOLKIT**
 - List of the top 10 compliance mistakes with regulatory citations
 - Checklist for advertising introductory or promotional rates for credit cards
 - Employee training log
 - Quiz you can administer to measure staff learning and a separate answer key
 - Attendance verification for CE credits provided upon request

WHO SHOULD ATTEND?

This informative session is designed for marketing staff, compliance officers, risk managers, internal auditors, operations personnel, and management staff. Ideally, the marketing and compliance/audit teams should view the session together to ensure everyone is on the same page.

ABOUT THE PRESENTER – Steven Van Beek, Esq., NCCO, Howard & Howard Attorneys PLLC

Steve Van Beek is an attorney at Howard & Howard Attorneys PLLC where he concentrates his practice in the area of financial regulations. He has intimate knowledge of the operational issues facing financial institutions and the best practices they can follow to reduce compliance, strategic, and reputation risks. He is a frequent speaker at national and regional industry events delivering information on new and existing laws and regulations impacting financial institutions. Prior to joining Howard & Howard, he served as the Vice President of Regulatory Compliance and Senior Federal Counsel at the National Association of Federal Credit Unions (NAFCU). He received his Bachelor's from Hope College and his J.D. from George Mason University School of Law and is a member of the American Bar Association.

THREE REGISTRATION OPTIONS

<p>1. LIVE WEBINAR</p> <p style="text-align: right;">Price \$230</p> <p>The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that will allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts will be emailed to you prior to the broadcast. You will need the most-current version of Adobe Reader available free at www.adobe.com.</p> <p style="text-align: right;"><input type="checkbox"/> Check - This Option</p>	<p>2. ON-DEMAND WEB LINK & FREE CD ROM*</p> <p style="text-align: right;">Price \$230</p> <p>Can't attend the live webinar? The archived webinar is a recording of the live event, including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Approximately one week prior to the webinar, you will receive an email with the archived webinar link. This webinar link can be viewed anytime 24/7, beginning 6 business days after the webinar and will expire 6 months after the live program date.</p> <p>As an added bonus, you will also receive a FREE audio/visual CD ROM.* The CD ROM includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the archived webinar or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.</p> <p style="text-align: right;"><input type="checkbox"/> Check - This Option</p>	<p>3. BOTH LIVE WEBINAR & ON-DEMAND WEB LINK (INCLUDES FREE CD-ROM*)</p> <p style="text-align: right;">Price \$350</p> <p>Options 1 and 2</p> <p>The archived webinar (including the free CD ROM) may ONLY be ordered for 6 months following the webinar. Neither the link nor CD will be available after this time.</p> <p>*CD ROM for Mac and PC use only</p> <p>Convenient! Listen on your iPad, iPhone, Android - Instructions will be emailed to you with the on-demand link .</p> <p><i>Note: All materials are subject to copyright. Transmission, retransmission, or republishing this webinar to other institutions or those not employed by your financial institution is prohibited. Print materials may be copied for eligible participants only.</i></p> <p style="text-align: right;"><input type="checkbox"/> Check - This Option</p>
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TO REGISTER

- **By Mail: Community Bankers Financial Education, 455 S. Junction Road, Suite 101, Madison, WI 53719**
- By Fax: 608 / 833-8114 QUESTIONS - call 608/ 833-2384
- **On Line: [Click Here](#) Your Log-In ID Number is the same as your bank's FDIC Cert. Number.**

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Please make check payable to "Community Bankers Financial Education". Amount \$ _____

Name: _____ Bank: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____