

# Advertising Compliance

WEBINAR – ON DEMAND WEB LINK – FREE CD ROM

**Thursday, September 3, 2009**

12 - 1:30 pm PT

1 - 2:30 pm MT

2 - 3:30 pm CT

3 - 4:30 pm ET

What you don't say can be a compliance violation! What you do say can be a compliance violation! Confusing? You bet! Whether it is print media, radio, TV, lobby posters, or the Internet, multiple regulations impact your bank's advertising. You must be knowledgeable to avoid compliance pitfalls. However, rules and regulations can be costly to implement and difficult to interpret. This session covers the numerous rules and regulations that restrict advertising content and mandate specific disclosures, as well as the form and content of all types of bank advertising. Risking noncompliance is not an option! A single regulatory violation, or worse, a pattern of violations, can lead to regulatory fines and potential lawsuits.

Continuing Education: Attendance verification for CE credits provided upon request.



## HIGHLIGHTS

- Compliance 101 – common mistakes
- Misleading and deceptive advertising practices
- Special rules for websites
- Restrictions on use of email and fax solicitations
- Copyright and trademark infringement
- Truth-in-lending disclosures, Fair Housing Act, and other lending matters
- New FDIC insurance signage rules

## **WHO SHOULD ATTEND?**

This informative session is designed for managers, compliance officers, legal officers, and marketing personnel.

### **MEET THE PRESENTER**

**Elizabeth Fast, JD, CPA,  
Spencer Fane Britt & Brown, LLP**



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