

Advertising Compliance

WEBINAR OR ON-DEMAND WEB LINK
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Thursday, August 11, 2011

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? Absolutely! 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 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

- Unfair and deceptive advertising practices
- Special rules for websites and mobile banking
- Restrictions on use of email, fax, and telephone solicitations
- Copyright and trademark infringement
- Recent changes to Reg Z's advertising rules
- Promotional contests and prizes

WHO SHOULD ATTEND?

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

MEET THE PRESENTER

**Elizabeth Fast, JD & CPA,
Bankers Choice**



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