

# Advertising Compliance

WEBINAR OR ON-DEMAND WEB LINK  
(LINK INCLUDES FREE CD ROM)

**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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**To view prices or register please return to the  
webinar listing page, and click on the link to register.**

# Community Bankers Association of Oklahoma REGISTRATION FORM

Date of Seminar	Name of Seminar	Live Webinar \$230	On-Demand Link & Free CD Rom \$230	Both Live Webinar & On-Demand Link (includes free CR Rom) \$350	TOTAL
					\$

**\*CD Rom for pc use only**

Name: \_\_\_\_\_ Bank: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ (Email address is required.)

**Hook up instructions and seminar materials will be emailed approximately  
7 days prior to the seminar.**

**REGISTRATION AND PAYMENT INSTRUCTIONS – Please note invoices are not provided.  
Mail registration form and check made payable to:**

Financial Education and Development, Inc., P.O. Box 1780, Helena, MT 59624

**Fax registration form, including credit card number to (406) 442-2357.**

**Important Note if Paying by Credit Card:** This form will serve as your receipt. Charges will show up on your credit card statement from Financial Education and Development, Inc.

MasterCard     VISA    Amount \$ \_\_\_\_\_

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**Register Online:**

**[https://www.financialedinc.com/sign\\_in.asp](https://www.financialedinc.com/sign_in.asp)**

**\*NOTE: It is best to have all payments and registrations to us 10 days prior to the seminar to ensure timely receipt of hook up instructions and handout materials. We will do our best to accommodate late registrations.**

FOR QUESTIONS EMAIL: [CBAO@financialedinc.com](mailto:CBAO@financialedinc.com)

FAX: (406) 442-2357