
FIRST CONSULTING
& Administration, Inc.

PRESENTS

**A Practical Approach to
ADVERTISING COMPLIANCE
for the
INSURANCE INDUSTRY**

August 3 & 4, 2015 – Kansas City, MO

INCLUDES

Social Media Update

Seating is limited, so register early!

[Click here to register online](#)

SEMINAR CONTENT INCLUDES ...

Advertising Laws and Regulations

- Life, Annuity and Health
- Model Laws and Regulations
- State Variations

Best Practices in the Advertising Arena

- “Purposeful Observation”
- The Annual Compliance Statement
- Agent Advertising

Internet Advertising

- Best Practices for Compliance
- Monitoring Methods and Results

Legal and Regulatory Trends

- Prohibited and Restricted Language
- Creative vs Deceptive Writing
- Regulatory Attitudes
- Recent Changes to Advertising Laws

Market Conduct Examinations

- ORSA and Governance will Change Exams
- Impact on Advertising Portion of Exams

Record Retention Requirements

- What states require for historical advertising file
- What should NOT be in the file
- Determining how long you keep them

Social Media Update

- Social Media Outlets and Possibilities
- Compliance Issues

Staying Compliant through Teamwork

- Compliance as “Sales Protection”
- Enhancing Teamwork: Marketing & Compliance

WHO SHOULD ATTEND?

Staff members who have responsibility for any of these:

- ✓ Advertising compliance
- ✓ Creating advertising copy
- ✓ Maintaining advertising files
- ✓ Submitting/Routing advertising for review
- ✓ Reviewing advertising from the field
- ✓ Reviewing advertising – Marketing
- ✓ Reviewing advertising – Compliance/Legal
- ✓ Investigating advertising complaints
- ✓ Training on advertising compliance

TAKEAWAYS

- ☺ Tools to make advertising review more efficient
- ☺ Ideas for controlling your advertising review process
- ☺ Overview of current law for insurance advertising
- ☺ Anecdotal experience regarding current regulatory attitude
- ☺ Discussion of pragmatic considerations for the internet
- ☺ Broad-based training for new staff members
- ☺ Exchange of ideas for successful, compliant marketing
- ☺ Practical ideas which can speed up product roll-outs
- ☺ Refresher course for experienced staff
- ☺ Networking with peers

PRESENTATION STYLES

The Advertising Compliance seminar features many learning methods:

- ✓ Small Group Discussion
- ✓ Full Group Discussion
- ✓ Handouts for Reference
- ✓ Power Point Presentations
- ✓ Question and Answer
- ✓ Anecdotal Reports
- ✓ Self-test and Review
- ✓ Case Study Advertisements

EVERYONE'S LEARNING STYLE!

FIRST CONSULTING PRESENTERS

Kevin Mechtley, JD

Kevin Mechtley is a Consultant with First Consulting & Administration, working primarily in Product Compliance. Kevin's expertise includes fixed and index annuities, life insurance, and group and individual health insurance, as well as advertising compliance. His background includes house counsel for a carrier as well as consultant and risk management strategist for several insurers and IMOs. He is experienced working with regulators on market conduct exams, coordinating business practice reviews, and advising on "hot" industry topics.

Bella Shirin, Attorney at Law

Bella Shirin is a managing associate in the Insurance Regulatory practice group in Dentons' San Francisco office. She counsels a wide range of clients, on insurance regulatory compliance issues, including insurance companies, agents, and related industry players. Bella provides advice in the life, accident and health, and property and casualty fields. Bella's practice includes advising clients on best practices for advertising, reviewing and providing regulatory advice regarding marketing materials, and assisting clients in developing in-house training programs. More broadly, Bella assists clients with navigating complex insurance regulations in licensing issues, developing and maintaining compliant programs and products, and assisting with responding and defending against market conduct examinations.

Randa Zalman, FIC

Randa is Partner and Chief Strategic Officer at Redstone, an advertising and marketing agency and brings a creative marketing perspective to our seminar in Her experience working inside an insurer's home office and highly developed expertise in using core human motivations to strengthen brands add great value to the seminar content. Randa shares, "I got into advertising because I want to make an impact – make things happen. Advertising is a powerful tool that, when used effectively, can have a very noble purpose."

Debby Paris, FLMI, ACP

Debby is an Associate Consultant with First Consulting & Administration and works in the Advertising Compliance arena. Debby began her insurance career in 1986 when she worked for an insurance broker. Following her agency experience, she spent 11 years in a home office where her energies were focused in Product Development. From 2003 - 2013, she worked closely in product development and compliance, and then became a valued member of our advertising compliance team.

C.J. Rathbun, FLMI, CCEP, HIA, AIRC, ACS

C. J. Rathbun is the Sr. Consultant lead for our Advertising Compliance Practice and also consults in the Operational Compliance Practice. Previously, she spent two years in the Market Regulation department of the NAIC, after a 10-year proven track record as an independent compliance consultant. She co-founded the Insurance Advertising Compliance Association (IAdCA) in 2001, now sitting on its Board of Directors. She has oversight responsibility for this seminar, which she co-established in 1999.

FIRST CONSULTING TAKES YOU THERE

First Consulting & Administration, Inc. (FCA), has offered regulatory and compliance assistance to the insurance industry for over 40 years.

While performing IMSA* assessments in the late 1990s, we recognized a need for this unique Advertising Compliance seminar. Nowhere else will you find such a practical, intense workshop focused on advertising compliance for the life and health insurance industries.

During the seminar, we share expertise and insight to help you maintain regulatory and ethical compliance in this crucial area of your company's market conduct. This training is more than theoretical. You can take the concepts and tools back to your office and use them immediately to make your job more efficient and, hopefully, even more effective.

*Insurance Marketplace Standards Association

SCHEDULE

A Practical Approach to Advertising Compliance for the Insurance Industry

AUGUST 3-4, 2015 Kansas City, MO

Day 1:

8:00 Meet & Greet
8:30 Sessions begin
12:00 Lunch
1:00 Sessions begin
5:00 Sessions end

Day 2:

8:00 Sessions begin
11:30 Sessions end

2015 FEE INFORMATION

SEMINAR FEE: \$625 (includes notebook and handouts)

EARLY BIRD DEADLINE – June 7, 2015

June 8, 2015, fee increases to \$675.

REGISTRATION MUST BE PAID BY CHECK PRIOR TO ATTENDING

SEATING IS LIMITED, SO REGISTER EARLY

CANCELLATION POLICY: LESS THAN 3 WEEKS BEFORE SEMINAR, NO REFUND. REGISTRATION FEE MAY BE TRANSFERRED TO ANOTHER ATTENDEE FROM YOUR COMPANY. CANCELLATIONS EARLIER THAN 3 WEEKS RECEIVE REFUND MINUS \$30 PROCESSING FEE.

REGISTRATION

A Practical Approach to Advertising Compliance for the Insurance Industry

August 3 and 4, 2015

[To register online, click here.](#)

HOTEL INFORMATION

EMBASSY SUITES
COUNTRY CLUB PLAZA
220 WEST 43RD STREET
KANSAS CITY, MISSOURI

FOR RESERVATIONS, CALL
1-800-EMBASSY OR 816-756-1720

ask for the
FIRST CONSULTING ADVERTISING COMPLIANCE SEMINAR
special room rate.

For hotel reservation on line, [Click Here](#)

2015 Information:

A block of rooms will be held until July 17, 2015. The room cost is \$132 (single or double occupancy), plus applicable taxes. The group rate will be honored three days before and after the seminar date, subject to availability. After the room deadline date, or if block is filled, rooms will be available on a space and/or rate availability.

— **Included with your room** —

*Complimentary Full Cooked-to-Order Breakfast and Buffet
Nightly Manager's Reception featuring mixed drinks, beer, wine,
sodas and juices*

Complimentary In-room Internet Access available

Hotel parking fee will apply: \$11/ day for self-parking or \$15/day for valet parking. Transportation to the hotel is available from Super Shuttle. Prearrange at <http://www.supershuttle.com/Locations/MCIAirportShuttleKansasCity.aspx> The Plaza Route has a departure every 30 minutes. The cost is approximately \$19.00 each way.