



First Consulting
& Administration, Inc.

PRESENTS

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

August 10-11, 2017
Kansas City, MO



First Consulting & Administration, Inc.
929 Walnut, Suite 300
Kansas City, MO 64106
www.FirstConsulting.com

[CLICK HERE TO REGISTER ONLINE](#)

SEMINAR CONTENT INCLUDES.....

Advertising Laws and Regulations

- Life, Annuity, Health and Property/Casualty
- Model Laws and Regulations
- Unfair Trade Practices
- State Variations

Social Media Update

- Social Media Outlets and Possibilities
- Compliance Issues
- Best in Practice - Compliance
- Monitoring Methods and Results

Legal and Regulatory Trends

- Creative vs Deceptive Writing
- Regulatory Attitudes
- Recent Changes to Advertising

Staying Compliant through Teamwork

- Compliance as "Sales Protection"
- Enhancing Teamwork: Marketing & Compliance

Market Conduct Examinations

- Risk Focus will Change Exams
- Impact on Advertising Portion of Exams

Best Practices in the Advertising Arena

- "Purposeful Observation" & Ride-Alongs
- The Annual Compliance Statement
- Agent Advertising
- Speed-to-Market for Advertising

Record Retention Requirements

- Historical Advertising File Contents
- What Should NOT be in the File
- Retention and Destruction



[CLICK HERE TO REGISTER ONLINE](#)

WHO SHOULD ATTEND?

Staff members with these responsibilities:

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

WHAT CAN I EXPECT?

Fast-moving presentations of 15-30 minutes each:

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

WHAT ARE THE LEARNING OBJECTIVES?

Takeaways:

- More efficient advertising review
- Ideas for your “system of control”
- Overview of current laws
- Give-and-take of ideas
- Current regulatory attitudes
- New-staff training
- Experienced-staff refresher
- Reviews of agent material
- Networking with peers

DISCOVER! CREATE! LEARN!

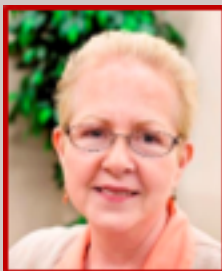
CLICK HERE TO REGISTER ONLINE



ADVERTISING SEMINAR STAFF

C. J. Rathbun, CCEP, FLMI, 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. "Insurance advertising is so highly regulated that we feel strongly about helping insurers and agencies improve their position with the regulators through knowledge of compliance."



Debby Paris, FLMI, ACP

Debby, Associate Consultant and Training Coordinator with First Consulting & Administration, also works in the Advertising Compliance arena. Debby began her insurance career in 1986 when she worked for an insurance broker, followed by 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 at First Consulting, and then became a valued member of our Advertising Compliance team. She currently serves on the Advertising Compliance Association (IAdCA) Board as Assistant Secretary. Debby notes, "Because there is a lot of information to share, we have attendees who return for a second or third time, and leave knowing something new."



Sean P. Cox, B.A., HIA, MHP

Sean is Assistant VP and Consultant for First Consulting. Sean is experienced with group and individual life, annuity, health, property and casualty filings, PPACA submissions, workflow management, developing and implementing successful product filing strategies. He also played a key role in the initial development of First Consulting's On-Line Research Services and has participated with the development of various industry initiatives including SERFF. Sean is involved in the PIMA organization, where he recently presented ideas on speed-to-market for Advertising Review.



Randa Zalman, FIC

Randa is President & CEO of Insurance Marketing Institute, an advertising and marketing agency. She helps bring a creative marketing perspective to our seminar. Her experience in an insurer's home office and her 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 noble purpose."





First Consulting
& Administration, Inc.



WHY FIRST CONSULTING?

First Consulting & Administration, Inc., has offered regulatory and compliance assistance to the insurance industry since 1969.

While performing IMSA* assessments in the late 1990s, we recognized a need for this unique Advertising Compliance seminar. In 1998, we began delivering a practical, intense workshop focused on advertising compliance for the insurance industry and have continued that delivery for nearly 20 years.

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, more effective.

*Insurance Marketplace Standards Association

[CLICK HERE TO REGISTER ONLINE](#)

SCHEDULE

A Practical Approach to Advertising Compliance for the Insurance Industry

AUGUST 10-11, 2017
Kansas City, MO

Day 1:

8:00 Sessions begin
12:00 Lunch
1:00 Sessions begin
5:00 Sessions end

Day 2:

8:00 Sessions begin
11:30 Sessions end

2017 FEE INFORMATION

SEMINAR FEE: \$625

(includes electronic materials and handouts)

EARLY BIRD DEADLINE – June 4, 2017

June 5, 2017, fee increases to **\$675**.

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 \$50 PROCESSING FEE.

REGISTRATION

[CLICK HERE TO REGISTER ONLINE](#)



HOTEL INFORMATION



INTERCONTINENTAL KANSAS CITY AT THE PLAZA

401 Ward Parkway
KANSAS CITY, MISSOURI 64112

HOTEL RESERVATIONS

For hotel reservations online, go to KansasCityIC.com

1. Select "Book Now"
2. Enter your dates on the left side
3. Click on "Group Code" box
4. Enter group code "FCA" - click "apply"

Or Call 866.856.9717

ask for the

**FCA ADVERTISING COMPLIANCE SEMINAR
special room rate.**

A block of rooms will be held for the nights of August 9 & August 10 until July 10, 2017. The room cost is \$169 (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 Breakfast Voucher for Attendees
Complimentary In-room Internet Access Available
Complimentary Conference Room Internet Access

For shuttle transportation to the hotel, contact SuperShuttle.com. The cost for shared van service is approximately \$24.00 each way. Driving in? Parking fee will apply: \$18/day for overnight self-parking or \$22/day for overnight valet parking. (Temporary self-parking for guests not registered at the hotel is complimentary, and temporary valet parking is \$12.00.)

CLICK HERE TO REGISTER ONLINE