
FIRST CONSULTING
& Administration, Inc.

PRESENTS

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

August 12-13, 2013 – Kansas City, MO

INCLUDES

Social Media Issues

Seating is limited, so register early!

[Online Registration](#)

SEMINAR CONTENT INCLUDES ...

Advertising laws and regulations

Life and Annuity (including Variable)
Health (including LTC and Med Supp)
Based on Model Laws and Regulations
Using specific state-provided tools
Checklists are your friends

Legal and regulatory consequences of not following the law

Prohibited language
The differences between creative and deceptive writing
Regulatory attitude

Preparing for Market Conduct Exams

The insurer as the responsible party
Using the sign-off/routing slip to tell the story

Internet advertising

Best practices in staying compliant
Monitoring methods

Creating marketing pieces and staying compliant

Compliance is not “sales prevention”
Balancing act between Marketing and Compliance

Social Media Issues

Social Media Outlets
Compliance Issues that need addressed
How to monitor the Web

Industry Best Practices in the advertising arena

“Purposeful Observation”
The annual Compliance Statement
What the industry does about agent advertising
Spreadsheet tools for tracking marketing pieces

WHO SHOULD ATTEND?

Those people who have responsibility for:

- ✓ **Advertising compliance**
- ✓ **Creating advertising copy**
- ✓ **Maintaining advertising files**
- ✓ **Routing advertising for review**
- ✓ **Reviewing advertising from the field**
- ✓ **Reviewing advertising – Marketing**
- ✓ **Reviewing advertising – Compliance**
- ✓ **Reviewing advertising – Legal**

BENEFITS

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

PRESENTATION STYLES

The Advertising Compliance seminar will afford you a variety of learning methods.

- ✓ Handouts
- ✓ Power Point Slides
- ✓ Question and Answer
- ✓ Self-test and Review
- ✓ Anecdotal Reports
- ✓ Full Group Discussion
- ✓ Small Group Discussion
- ✓ EVERYONE'S LEARNING STYLE!

FIRST CONSULTING PRESENTERS

Jerry Wickersham, JD, AIRC

Jerry brings his prior Insurance Department and company experience to this seminar. He currently assists clients with advertising reviews and teaching in-house advertising workshops. He is also responsible for updating the State Advertising Filing Requirements chart and Best Practice Materials that are included as part of your Seminar packet.

Stephanie A. Duchene, Attorney at Law

Stephanie is an associate in the Insurance Regulatory practice group in the Los Angeles office of SNR Denton (formerly Sonnenschein, Nath & Rosenthal). With offices in 49 locations in 33 countries, SNR Denton provides their insurance industry company clients legal representation in a number of areas, including corporate, administrative, litigation and regulatory law services. Stephanie will discuss various aspects of *e-business* and how it relates to advertising on the Internet.

Randa Zalman, FIC

Randa is an Online Strategist, Senior Account Supervisor at Redstone, an advertising and marketing agency, with expertise in using core human motivations to strengthen brands and build sales. Randa brings a marketing creative perspective to our presentation materials. Randa, and other senior team members at Redstone, have years of experience working inside some of the nation's best known insurers.

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

C.J. re-joined First Consulting in 2010, after two years with the NAIC in the Market Regulation Department. Prior to that, as an Independent IMSA Assessor for 10 years, C.J. collected the company Best Practices which have been part of our Seminar since the beginning. C.J. is also involved in the comprehensive compliance review of sales, marketing and training material as part of her current services with Operational Compliance reviews.

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, 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 industry.

During the seminar, we share expertise 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 concepts back to your office and use them immediately to make your job easier.

*Insurance Marketplace Standards Association

SCHEDULE

A Practical Approach to Advertising Compliance for the Insurance Industry

AUGUST 12-13, 2013 Kansas City, MO

Day 1:

8:30 Registration
9:00 Sessions begin
12:00 Lunch
1:00 Sessions begin
5:00 Sessions end

Day 2:

8:30 Sessions begin
12:00 Sessions end

2013 FEE INFORMATION

SEMINAR FEE: \$595 (includes notebook and handouts)

EARLY BIRD DEADLINE – June 7, 2013

After June 7, 2013, fee increases to \$645.

REGISTRATION MUST BE PRE-PAID BY CHECK

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.

HOW TO REGISTER

[Online Registration](#)

HOTEL INFORMATION

A Practical Approach to Advertising Compliance for the Insurance Industry

August 12 and 13, 2013

**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)**

2013 Information Follows:

A block of rooms will be held until July 22, 2013. The room cost is \$129 (single or double occupancy), plus applicable taxes. The group rate will be extended 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.

— Services Include —

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

Transportation to the hotel is available from Super Shuttle. The Plaza Route has a departure every 30 minutes. The cost is \$19.00 one-way and \$37.00 round trip.