



*A focused course for
Compliance, Marketing
and Legal professionals
in FCA regulated firms.*

Digital Media in Financial Services

Meeting FCA Financial Promotion Requirements

12 September 2017 | City of London

10am to 4pm

Attending will enable you to:

- Clarify how Financial Promotion requirements apply to digital media
- Review the FCA's approach to the supervision of 'new' and digital media, including the most recent developments and communications
- Examine digital media risks, your organisation's risk appetite in this area and the **appropriate MI and controls** to manage and mitigate your risks
- Consider digital media in the context of **key regulatory themes and priorities**, such as TCF, conduct risk, SYSC and aggregator and comparison websites
- **Benchmark your approach** against industry best practice and regulatory expectations



CTP.

For more information

Email:

emmabond@ctp.uk.com

Visit:

www.ctp.uk.com/digital

Tel:

0330 303 9779

Course Outline & Objectives

The new and ever changing world of digital media offers tremendous opportunities - and significant risks - to financial services organisations, and something of a headache to regulators.

Specifically developed for Compliance, Legal and Marketing specialists in FCA regulated firms, this timely course will bring you up to date with the latest FCA regulations, guidance and approach to digital media and examine the implications for your marketing activities and compliance controls.

"Very informative and enjoyable"

Post Office Management Services

Who will benefit?

This course will be of value to Compliance, Legal and Marketing specialists, as well as Senior Managers with oversight responsibility for Compliance, Marketing and Corporate Communications.

"A very well paced refresher on Digital Media."

MS Amlin

Training Approach

This course will use a combination of tutor input, discussion, examples and case studies to identify and address the practical digital media issues facing financial institutions. Class size will be limited to 16 to ensure a high quality learning environment.

"Very pleased with the content and individual attention."

Carminite

Course Leader

Adam Samuel

Adam is a compliance specialist and lawyer who has spent much of the last 20 years checking and advising regulated organisations, from major banks to small, one-man firms on financial promotions. Qualified as a lawyer on both sides of the Atlantic and proud holder of an AFPC and CISI compliance diploma, Adam wrote the only major book on financial services complaint handling in 2005. His expert evidence on investment risk and compliance has been accepted by the English High Court and the Gibraltar Supreme Court.

"I've come away with a much clearer understanding of what the FCA expects in terms of Financial Promotion when using digital media."

Principality Building Society

How to book

The course fee is **£495 per person + VAT**, including refreshments. A **10% discount** is available for a booking of three or more delegates.

There are various ways to register:

Website: **www.ctp.uk.com/digital**

Email: **emmabond@ctp.uk.com**

Telephone: **0330 303 9779**

Post: **Complete and return booking form over page.**

When booking please quote reference

DMWEB

THIS PROGRAMME CAN ALSO BE ADAPTED AND DELIVERED IN-HOUSE.

For more information please visit: **www.ctp.uk.com/digital** Email: **emmabond@ctp.uk.com** Tel: **0330 303 9779**

Course Programme

Session	Content
Introduction	<ul style="list-style-type: none">■ Recent regulatory developments, particularly regarding Financial Promotions■ New FCA powers regarding Financial Promotions■ What do we mean by 'digital media'?■ What constitutes a Financial Promotion and does it matter?
FCA and Digital Media	<ul style="list-style-type: none">■ FCA's approach to 'new media', including social media
Digital Media Risks	<ul style="list-style-type: none">■ Appetite for risk: regulated firms and the new regulator■ Product development, Retail Conduct Risks and new media
Digital Media Best Practice	<ul style="list-style-type: none">■ FCA Guidance
Comparison and Aggregator Sites	<ul style="list-style-type: none">■ FCA approach and requirements
TCF and SYSC Requirements	<ul style="list-style-type: none">■ Application in the digital media environment■ Management information■ Control and approval framework
Case Study	<ul style="list-style-type: none">■ Practical examination of issues and challenges
Summary	<ul style="list-style-type: none">■ Conclusions■ Next steps■ What the future may hold■ Other digital media issues

COURSE BOOKING FORM

Please post, fax or email completed form to addresses listed below.



Thank you for registering to a CTP event. Once the completed booking form is received, your place/s will be reserved and you will receive confirmation by email. Joining instructions will be sent 2 weeks before the event date. Please note all **delegate fees are payable prior to the course**.

There is a 10% discount when registering 3 or more attendees. Please complete another form for additional delegates.

Course Title	DIGITAL MEDIA IN FINANCIAL SERVICES
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Date	12 SEPTEMBER 2017	Event code	DMWEB
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Delegate 1	Mr / Mrs / Miss / Ms / Other		Name	
	Tel		Role	
	Email			

Delegate 2	Mr / Mrs / Miss / Ms / Other		Name	
	Tel		Role	
	Email			

Delegate 3	Mr / Mrs / Miss / Ms / Other		Name	
	Tel		Role	
	Email			

Company Name			
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Address		Invoice Address (if different)	
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Booking Contact (if different)			
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Payment details	I authorise you to debit my account with the amount of £	inc VAT
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I wish to pay by	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Visa	Please invoice <input type="checkbox"/>
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Expiry date					CVC code (printed on back of card)			
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Cancellations, Substitutions and Transfers. The following cancellation charges apply: 30+ days before the course date = no charge; 15-29 days before the course date = 50% of the course fee; 0-14 days before the course date = 100% of the course fee. If the registered delegate cannot attend, we shall be pleased to welcome a substitute at no extra charge – please advise us beforehand. If a delegate fails to attend without prior notification, the course fee is payable in full. Please note CTP is unable to accept any liability for non-attendance caused by severe weather or travel disruption. Requests to transfer to the next available course date may be accepted, subject to availability. The option to transfer is only available if received prior to the original course date, once the original course fee has been paid in full and to a course taking place within 12 months. Transfers made 1-30 days prior to the course date, will be charged at 25% of the course fee. For substitutions, cancellations and transfer enquiries, please contact info@ctp.uk

CTP is a trading style of Corporate Training Partnerships Ltd, registered in England and Wales (no. 04440798)

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