

# Meeting FCA Expectations of Financial Promotions under COBS

9.30am to 4.30pm | 9 June 2020 | City of London

*Keep up to date with the evolving rules, guidance and standards in this critical area of business and regulatory risk.*

*Attending this practical one-day course will help you:*

- Review the impact of **regulatory developments and priorities** on financial promotions
- Update and refresh your knowledge of the **relevant COBS requirements**
- Review the **application of the rules** in key and high risk areas
- Recognise the **differences and similarities between promotions and other communications**
- Check the effectiveness of your **process for approvals**
- Understand how the rules impact the internet and **digital media**
- Consider how you can **evidence your promotions present fairly what you are offering**

CPD  
6 hours

**CTP.**

For more information

Email:

[emmabond@ctp.uk.com](mailto:emmabond@ctp.uk.com)

Visit:

[www.ctp.uk.com/fin1912](http://www.ctp.uk.com/fin1912)

Tel:

0330 303 9779

## Outline & Objectives

The rules, guidance and 'standards' for the financial promotion of investment products continue to evolve. The FCA's new powers and more proactive approach to conduct risk, along with the impact of recent regulatory updates on issues and trends identified through routine monitoring, continue to set new challenges to firms offering investment products.

Making extensive use of CASE STUDIES and SYNDICATE EXERCISES, this practical course will help Marketing and Compliance professionals keep up to date with the evolving rules, guidance and standards in this critical area of business and regulatory risk.

*"Entertaining and informative.  
I thoroughly enjoyed the course"*

AJ Bell

## Course Presenter

### 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 investment-related 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.

*"Thorough and enthusiastically presented"*

Brooks Macdonald

## Who will benefit?

If you have responsibility for creating or approving advertisements and other communications relating to investment products, this workshop will help you understand and comply with regulatory expectations. Firms gain real business benefits from sending people from their Compliance and Marketing areas.

*"Useful overview and training"*

Davy

## Training Approach

This workshop uses a combination of trainer input, knowledge sharing with interactive syndicate work and case studies. Group size is kept to a maximum of 16 to facilitate sharing of experience amongst the delegates.

## How to book

The course fee is **£675 per person + VAT**, including lunch and refreshments. A **10% discount** is available when registering 3 or more delegates.

There are various ways to register:

Website: [www.ctp.uk.com/fin1912](http://www.ctp.uk.com/fin1912)

Email: [emmabond@ctp.uk.com](mailto:emmabond@ctp.uk.com)

Telephone: 0330 303 9779

Post: Complete and return booking form over page.

When booking please quote reference

**FINWEB**

*"This CPD event is, without doubt, the best and most enjoyable day I have been to"*

Incorporatii

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

For more information please visit: [www.ctp.uk.com/fin1912](http://www.ctp.uk.com/fin1912)

Email: [emmabond@ctp.uk.com](mailto:emmabond@ctp.uk.com) Tel: 0330 303 9779

# Course Agenda

Session	Aim	Content
Regulation and financial promotions	<i>To consider the impact of regulatory developments, with particular relevance to financial promotions and the "fair, clear, and not misleading" requirement.</i>	<ul style="list-style-type: none"> <li>■ What is "outcomes-based regulation"?</li> <li>■ Differences between "processes" and "outcomes"</li> <li>■ Principle 7</li> <li>■ Links to the TCF approach</li> </ul>
COBS chapter 4: Communications to clients, including financial promotions	<i>To understand the key (investment) conduct of business rules that apply to financial promotions and MiFID marketing communications</i>	<ul style="list-style-type: none"> <li>■ Definition of financial promotion and FSMA</li> <li>■ Scope and application; excluded communications</li> <li>■ Fair, clear and not misleading</li> <li>■ Direct offer; cold calls and other non-written promotions</li> </ul>
Hot topics for the FCA	<i>To understand the implications of recent direct communications made to firms in the investment sector and the FCA's reaction to the responses received</i>	<ul style="list-style-type: none"> <li>■ Risk warnings and the presentation of investment risk</li> <li>■ Past performance</li> <li>■ Third party or counterparty risk</li> <li>■ Form and layout of promotions</li> <li>■ The effect of the internet on promotions</li> </ul>
Approving financial promotions	<i>To undertake a practical review of a financial promotion</i>	<ul style="list-style-type: none"> <li>■ Communicating and approving promotions</li> <li>■ Evidencing customers understanding of the key messages</li> <li>■ Syndicate exercise / group discussion</li> </ul>
Invitations, inducements and related problem areas	<i>To consider the extent to which certain types of communication may or may not constitute financial promotions</i>	<ul style="list-style-type: none"> <li>■ Directory listings and performance tables</li> <li>■ Image advertisements</li> <li>■ Advertisements inviting contact</li> <li>■ Decision trees</li> <li>■ Syndicate exercise – is this a financial promotion?</li> </ul>
Electronic media	<i>To consider how the financial promotions regime applies to the internet and social media</i>	<ul style="list-style-type: none"> <li>■ Website links and banner advertisements</li> <li>■ Publication of investment prices</li> <li>■ Illustration of key points through enforcement action</li> </ul>
Compliance oversight and risk management	<i>To examine the role of Compliance, Risk and Marketing teams in financial promotions</i>	<ul style="list-style-type: none"> <li>■ Product governance</li> <li>■ Management Information</li> <li>■ Exercise: establish a compliance regime for financial promotions</li> <li>■ Systems and controls</li> </ul>

# COURSE BOOKING FORM

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

**CTP.**

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.*

<b>Course Title</b>		<b>FINANCIAL PROMOTIONS UNDER COBS</b>																					
<b>Date</b>		<b>9 June 2020</b>					<b>Event code</b>		<b>FINWEB</b>														
<b>Delegate 1</b>	Mr / Mrs / Miss / Ms / Other					Name																	
	Tel					Role																	
	Email																						
<b>Delegate 2</b>	Mr / Mrs / Miss / Ms / Other					Name																	
	Tel					Role																	
	Email																						
<b>Delegate 3</b>	Mr / Mrs / Miss / Ms / Other					Name																	
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<b>Address</b>							<b>Invoice Address (if different)</b>																
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<b>Booking Contact (if different)</b>																							
<b>Tel</b>							<b>NB:</b>																
<b>Email</b>							<b>Purchase Order No / Vendor No</b>																
<b>Payment details</b>		I authorise you to debit my account with the amount of £ inc VAT																					
I wish to pay by		<input type="checkbox"/> Mastercard		<input type="checkbox"/> Visa		Please invoice <input type="checkbox"/>																	
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**Cancellations, Substitutions and Transfers.** The following cancellation charges apply: 15+ days before the course date = no charge; 1-14 days before the course date = 100% of the course fee or you may transfer under the terms listed below. If the registered delegate cannot attend, they may send 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 accepts no liability for non-attendance caused by 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 1-15 days prior to the course date, will be charged an administration fee of £50 plus VAT. For substitutions, cancellations and transfer enquiries, please contact [info@ctp.uk.com](mailto:info@ctp.uk.com).