

Financial Promotion under COBS

Course outline and objectives

The rules, guidance and 'standards' for the financial promotion of investment product (including pensions and insurance-based investments) 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.

Who will benefit?

If you have responsibility for creating or signing off 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.

Training approach

The course programme will comprise a blend of trainer presentations, group discussion, practical examples and case studies. There will be ample opportunity for questions, experience sharing and networking. All course materials (and at face-to-face events, refreshments and lunch) will be provided.

Dates and Fees

Live Online

23 & 24 May 2023
09:30 to 12:45 each day
£775 + VAT

***Savings available for
multiple registrations***

To book

Visit:
www.ctp.uk.com
Email:
emmabond@ctp.uk.com
Call:
0330 303 9779

Attending 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 riskier areas**
- Recognise the similarities and **differences between promotions and other communications**
- Check the effectiveness of your **process for signing-off promotions**
- Understand **how the rules impact the internet and digital media**
- Consider how you can **evidence that your promotions are presenting fairly what you are offering**

Course Leader

Adam Samuel is a compliance specialist and lawyer who has spent much of the last 20 plus years checking and advising firms 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 the CISI Compliance and Investment Adviser Diplomas and Certificate in Advanced Financial Planning, 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.

Course Programme

Session	Aim	Content
Introduction	<p><i>To introduce the key rules that apply to promotions</i></p> <p><i>Define promotions for which a firm is responsible</i></p> <p><i>To look at advertising which may fall on either side of the line</i></p>	<ul style="list-style-type: none"> • Laws, codes and rules that apply to promotions • Define promotions • Promotions that are exempt from the FCA rules • Punishments for breaking the rules
COBS chapter 4 and the ASA Codes	<p><i>To understand the key (investment) conduct of business rules that apply to financial promotions and MiFID marketing</i></p> <p><i>To undertake practical reviews of a number of financial promotions</i></p>	<ul style="list-style-type: none"> • The scope of application of COBS and the ASA Codes • Clear, fair and not misleading • Risk, disclosure, prominence and the font-size rule • Rules against unfair comparisons • Tax • Making promotions identifiable as such • Naming the firm, regulator and compensation scheme • Past, simulated and future performance
The effect of the consumer duty	<p><i>To understand the impact of the consumer duty on the FCA's approach to communications</i></p>	<ul style="list-style-type: none"> • PRIN 2A and Principle 12 and their scope and effect on COBS 4 • Tailoring and testing communications • Communication hints
Digital and electronic media issues not already covered	<p><i>To consider how digital media affects promotions regulation</i></p> <p><i>To learn how to review websites</i></p> <p><i>To consider the implications of pay-per-click advertising</i></p>	<ul style="list-style-type: none"> • Remaining social media issues • Websites • Pay-per-click • Other issues from social media
Compliance oversight and risk management	<p><i>To examine the role of Compliance, Risk and Marketing teams in financial promotions</i></p>	<ul style="list-style-type: none"> • Risk management • Sign-off procedures • Three lines of defence • The role of compliance • Management Information

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