

CTP.

The
Training
Environment

Financial Promotion for Insurance and Protection Products

Course outline and objectives

The last ten years have seen a huge growth in regulatory interest in general insurance sales. Financial promotions have received very uneven scrutiny since 2005. Yet, both the FCA and Advertising Standards Authority are watching this area, looking for what may be a breach of their favourite rule: clear, fair and not misleading.

Making extensive use of examples, this focused half-day seminar will explore the key areas that Marketing, Compliance and Risk managers need to watch out for in the non-investment insurance space.

Who will benefit?

This course will be of value to **Compliance, Risk, Legal and Marketing** specialists, as well as **Senior Managers** with oversight responsibility for **Compliance, Marketing** and **Corporate Communications** in firms offering general insurance and protection products.

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

Face-to-Face

9 July 2024

09:30 to 12:45

£395 + VAT

*Savings available for
multiple registrations*

To book

Visit:

www.ctp.uk.com

Email:

emmabond@ctp.uk.com

Call:

0330 303 9779

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Attending will help you:

1. Review the **impact of regulatory developments and priorities on financial promotions**, including the Consumer Duty and the FCA's new social media guidance
2. Update and refresh your knowledge of the **relevant conduct of business requirements**
3. Examine the application of **the rules in key and high-risk areas**
4. Recognise the **similarities and differences between promotions and other communications**
5. Check the **effectiveness of your procedures**
6. Understand how the **rules impact the internet and digital media**
7. Consider how you can **evidence that your promotions present fairly what you are offering**

Course Leader

Adam Samuel is a compliance specialist and lawyer who has spent much of the last 25 years checking and advising firms 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 the CISI compliance diploma, Adam wrote the only major book on financial services complaint handling in 2005 (with a second edition in 2017).

Course Programme

Session	Content
Core Concepts	<ul style="list-style-type: none"> • Ordinary legal requirements, ASA, Code of Conduct, ICOBS 2.2, FG 24/1 • What is a promotion? • Exempt promotions – communications to intermediaries and journalists • Image adverts and promotions of promotions
Clear, Fair and not Misleading	<ul style="list-style-type: none"> • ICOBS 2.2, FG 24/1 and Principle 7 • ASA Codes of Advertising Practice – key rules • Using customer compliments • Scaremongering • White labelling • Misleading visual imaging • Pricing claims • Mentioning the firm’s regulated status
Digital Media Issues	<ul style="list-style-type: none"> • Pay per click • Websites • Price comparison websites
Risk Management	<ul style="list-style-type: none"> • Roles of Risk Management and Compliance • Approving, signing off and recording promotions

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