



NSCP Spring Conference in Chicago

Building Core Competencies – BD & IA Training for New Compliance Professionals

Tuesday, April 30, 2019

7:30 am – 8:30 am: Registration and Breakfast

8:30 am – 9:30 am: Session 1 – Keynote Panel - Ethical Considerations of Artificial Intelligence

9:30 am – 9:45 am: Break

9:45 am – 11:00 am: Session 2 - Your Firm and its Policies & Procedures Manual

Attendees will learn why a compliance manual is necessary and how best to tailor and apply a compliance manual to a firm's business and its culture. Attendees are encouraged to bring a copy of their firm's compliance manual table of contents for reference.

Learning Objectives:

- Discuss documentation - the who, what, when and how
- Understand how to tailor the manual to achieve alignment with your firm's business practices
- Learn how to adjust the manual to external factors such as business risks, regulatory changes, and financial markets
- Learn ways of effectively communicating updates to the manual

11:00 am – 11:15 am: Break

11:15 am – 12:30 pm: Session 3 – Code of Ethics: Regulatory Requirements and Industry Standards

Attendees will gain an understanding of the basic building blocks of the Code of Ethics ("COE") as well as, how and why sound ethical standards are vital to the firm's business model and its future success.

Learning Objectives:

- Identify tone at the top and top down approach – outline of what and who is included in the COE based on type of firm, size, internal organizational structure
- Analyze conflicts of interest – review issues and perspectives from management to employees (including personal trading), products, clients, vendors, communities, industry, etc.
- Examine initial and ongoing training - review plans, programs and

attestations

- Distinguish requirement differences between IA Codes of Ethics (Rule 204a-1) and BD Codes of Ethics (FINRA Rule 2010) and how to navigate for dual registrants

12:30 pm – 1:00 pm: Networking Lunch

1:00 pm – 1:15 pm: Break

1:15 pm – 2:15 pm: Session 4 – Introduction to Risk

Regulators expect registrants to periodically perform and document a risk assessment. This session will provide attendees with an understanding of the importance of defining compliance risks and the need to routinely assess and reassess compliance programs in light of significant regulatory, business and firm changes.

Learning Objectives:

- Understand how regulators and the industry arrived at current practices for utilizing and applying risk assessment programs.
- Review risk assessment, framework, methodologies and practices
- Discuss realistic processes for risk qualification and quantification
- Explore common issues that hinder effective risk programs

2:15 pm – 2:30 pm: Break

2:30 pm – 3:30 pm: Session 5 - The Nuts & Bolts of Advertising & Marketing Reviews

This foundational course will introduce the practice of advertising and marketing material reviews from the perspectives under multiple regulatory regimes. Students will leave the course with an overview of the critical concepts that govern this practice area.

Learning Objectives:

- Understand regulatory requirements dictated by the firms' lines of business (products, services, and client base)
- Develop an understanding of the business stakeholders and internal firm relationships involved in advertising reviews
- Focus on operational best practices including: disclosure language and legends, filing, recordkeeping and maintenance
- Understand the art vs. the science of marketing reviews: what it means to be "fair and balanced" and not misleading



3:30 pm – 3:45 pm: Break

3:45 pm – 5:00 pm: Session 6 - Understanding Books and Records Requirements

This session will focus on the process of learning the regulations and fundamental requirements of maintaining books and records. The panel will explore the practical aspects of creating a meaningful and usable record retention policy.

Learning Objectives:

- Learn to manage recordkeeping and retention requirements under broker-dealer and investment adviser regulations, Securities Exchange Act 17(a)-3 and Investment Advisers Act Rule 204-2
- Define an effective and comprehensive records retention program and discussing suggested best practices
- Discuss current challenges of various technology systems offering record retention
- Understand differing (corporate, legal, BD vs IA) record retention requirements