



Advertising Compliance for the Marketing Team (Webinar)

April 17, 2018 ☐ 3:30pm - 5:00pm

Advertising is an important part of every business. It draws awareness and brand recognition to your institution in a way that nothing else can. Advertising by a financial institution, however, comes with many regulatory limitations and considerations. Financial institution marketing teams must not only understand their community but also the very specific rules of banking. The last few years have brought even more attention to this area with the growing spotlight of UDAAP shining on your marketing materials. This increased scrutiny makes it more important than ever for you to understand what rules apply to the ads that are being sent out into the world.

This session will explore the rules that apply to all types of ads and how to incorporate those rules into your materials.

What you will learn

- What rules apply - Truth in Lending, Truth in Savings, Equal Housing, etc?
- How can I apply the requirements to my marketing materials?
- What do the examiners expect of my advertising?
- How does UDAAP affect advertisements?
- How does my website and mobile banking factor in?
- How do the rules apply to my social media presence?
- What are some common issues?

Who Should Attend:

This informative session is designed for Marketing Managers and Staff, Compliance Officers and Staff, Retail Operations Managers and Staff, Customer Service Managers and Staff, Branch Management, Risk Managers and Staff, Electronic Services Managers and Staff, and Internal Audit Managers and Staff.

Webinar Speaker:

Brandy Lalla, CRCM, CAMS, CIA, is a compliance consultant based in New Orleans, LA . She has over 19 years of financial industry experience working in various areas of both national and community banks, including in the Internal Audit and Compliance areas. She earned a bachelor's degree in Accounting and designations as a Certified Regulatory Compliance Manager (CRCM), Certified Anti-Money Laundering Specialist (CAMS), and Certified Internal Auditor (CIA). Brandy specializes in Deposit Compliance, the Bank Secrecy Act, and Operations Risk Management.

Webinar Registration:

Mr./Mrs./Ms. _____
 Bank _____
 Email Address _____
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 Visa MasterCard American Express
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Registration Fees for LBA Members

- Live Webinar Connection \$165 per connection
- Webinar Recording \$165 per recording

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- Live Webinar Connection \$265 per connection
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This training will be covered under SBET (Small Business Employee Training Program). Please provide an email address on the line below to receive the necessary documentation for reimbursement:

***Please Note: Recordings are not eligible for SBET funding**

Submit Registration and view rosters in the Education Section of the LBA's website, www.lba.org

Webinar access codes will be sent to registrants with confirmation emails one week prior to session.