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***FIRST CONSULTING***  
***& Administration, Inc.***

**PRESENTS**

**A Practical Approach to  
ADVERTISING COMPLIANCE  
for the  
INSURANCE INDUSTRY**

**August 2-3, 2010 – Kansas City, MO**

**INCLUDES**

**Social Media Issues**

**Seating is limited, so register early!**

**[Click here to register online](#)**

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## SEMINAR CONTENT INCLUDES ...

### **Advertising laws and regulations**

Life and Annuity (including Variable)  
Health (including LTC and Med Supp)  
Based on Model Laws and Regulations  
Using specific state-provided tools  
Checklists are your friends

### **Legal and regulatory consequences of not following the law**

Prohibited language  
The differences between creative and deceptive writing  
Regulatory attitude

### **Preparing for Market Conduct Exams**

The insurer as the responsible party  
Using the sign-off/routing slip to tell the story

### **Internet advertising**

Best practices in staying compliant  
Monitoring methods

### **Creating marketing pieces and staying compliant**

Compliance is not “sales prevention”  
Balancing act between Marketing and Compliance

### **Social Media Issues**

Social Media Outlets  
Compliance Issues that need addressed  
How to monitor the Web

### **Industry Best Practices in the advertising arena**

“Purposeful Observation”  
The annual Compliance Statement  
What the industry does about agent advertising  
Spreadsheet tools for tracking marketing pieces

## WHO SHOULD ATTEND?

Those people who have responsibility for:

- ✓ **Advertising compliance**
- ✓ **Creating advertising copy**
- ✓ **Maintaining advertising files**
- ✓ **Routing advertising for review**
- ✓ **Reviewing advertising from the field**
- ✓ **Reviewing advertising – Marketing**
- ✓ **Reviewing advertising – Compliance**
- ✓ **Reviewing advertising – Legal**

## BENEFITS

- ☺ Tools to make advertising review easier and more consistent
- ☺ Ideas for controlling your advertising review process
- ☺ Overview of current rules of insurance advertising
  - ☺ Anecdotal experience regarding current regulatory attitude
  - ☺ Discussion of pragmatic parameters for internet advertising
  - ☺ Broad-based training for new staff members
  - ☺ Exchange of ideas for successful, compliant marketing
  - ☺ Practical applications which can speed up product roll-outs
  - ☺ Networking with peers
  - ☺ Refresher course for the experienced advertising person

## PRESENTATION STYLES

The Advertising Compliance seminar will afford you a variety of learning methods.

- |                        |                                 |
|------------------------|---------------------------------|
| ✓ Handouts             | ✓ Anecdotal Reports             |
| ✓ Power Point Slides   | ✓ Full Group Discussion         |
| ✓ Question and Answer  | ✓ Small Group Discussion        |
| ✓ Self-test and Review | ✓ EVERYONE'S LEARNING<br>STYLE! |

## FIRST CONSULTING PRESENTERS

### **Jerry Wickersham, JD, AIRC**

Jerry brings his prior Insurance Department and company experience to this seminar. He currently assists clients with advertising reviews and teaching in-house advertising workshops. He is also responsible for updating the State Advertising Filing Requirements chart and Best Practice Materials that are included as part of your Seminar packet.

### **Stephanie A. Duchene, Attorney at Law**

Stephanie is an associate in the Insurance Regulatory practice group in the Los Angeles offices of Sonnenschein, Nath & Rosenthal. With twelve U.S. offices, and two international offices, Sonnenschein provides their insurance industry company client's legal representation in a number of areas, including corporate, administrative, litigation and regulatory law services. Stephanie will discuss various aspects of *e-business* and how it relates to advertising on the Internet.

### **Randa Zalman, FIC**

Randa is a Senior Account Supervisor at Redstone, an advertising and marketing agency with expertise in using core human motivations to strengthen brands and build sales. Randa brings a marketing creative perspective to our presentation materials. Randa, and other senior team members at Redstone, have years of experience working inside some of the nation's best known insurers.

## FIRST CONSULTING TAKES YOU THERE

First Consulting & Administration, Inc. (FCA), has offered regulatory and compliance assistance to the insurance industry for over 40 years.

While performing IMSA\* assessments, we recognized a need for this unique Advertising Compliance seminar. Nowhere else will you find such a practical, intense workshop focused on advertising compliance for the life and health insurance industry.

During the seminar, we share expertise to help you maintain regulatory and ethical compliance in this crucial area of your company's market conduct. This training is more than theoretical. You can take concepts back to your office and use them immediately to make your job easier.

\*Insurance Marketplace Standards Association

## SCHEDULE

### A Practical Approach to Advertising Compliance for the Insurance Industry

**AUGUST 2-3, 2010 Kansas City, MO**

Day 1:

8:30 Registration  
9:00 Sessions begin  
12:00 Lunch  
1:00 Sessions begin  
5:00 Sessions end

Day 2:

8:30 Sessions begin  
12:00 Sessions end

## FEE INFORMATION

**SEMINAR FEE: \$575 (includes notebook and handouts)**

**EARLY BIRD DEADLINE – June 4, 2010**

**After June 4, 2010, fee increases to \$625.**

**REGISTRATION MUST BE PRE-PAID BY CHECK**

*SEATING IS LIMITED, SO REGISTER EARLY*

**CANCELLATION POLICY: LESS THAN 3 WEEKS BEFORE SEMINAR, NO REFUND. REGISTRATION FEE MAY BE TRANSFERRED TO ANOTHER ATTENDEE FROM YOUR COMPANY. CANCELLATIONS EARLIER THAN 3 WEEKS RECEIVE REFUND MINUS \$30 PROCESSING FEE.**

## HOW TO REGISTER

[Click here to register online](#)

## **HOTEL INFORMATION**

### **A Practical Approach to Advertising Compliance for the Insurance Industry**

**August 2 and 3, 2010**

**EMBASSY SUITES  
COUNTRY CLUB PLAZA  
220 West 43<sup>rd</sup> Street  
Kansas City, Missouri**

**FOR RESERVATIONS, CALL  
1-800-EMBASSY OR 816-756-1720**

**(ASK FOR THE FIRST CONSULTING ADVERTISING  
COMPLIANCE SEMINAR SPECIAL ROOM RATE)**

A block of rooms is being held until July 12, 2010. The room cost will be \$119 (single or double occupancy), plus applicable taxes. This group rate will be extended two days before and after the seminar date, subject to availability. After July 12, 2010, or if block is filled, rooms will be available on a space and/or rate availability.

**— Services Include —**

***Complimentary Full Cooked-to-Order Breakfast and Buffet  
Nightly Managers Reception featuring mixed drinks, beer, wine,  
sodas and juices***

Transportation to the hotel is available from Super Shuttle. The Plaza Route has a departure every 30 minutes. The cost is \$18.00 one-way and \$31.00 round trip.