

# CICS-Q4 Tentative Agenda

*(subject to change)*

**7:45-8:45 – BREAKFAST**

**8:30-9:00 – Welcome/Kick-off**

Starting with introductions, we'll get to know each other and the specific challenges you're facing before diving into how to apply advertising standards to digital ads.

**9:00-10:15 – Top Challenges of Digital Advertising and How to Address Them**

When it comes to advertising online, compliance professionals are often left with more questions than answers. We'll look at some of the top issues that come up when reviewing ads for digital platforms and ways you can address them. Topics will include:

- Key Considerations for Compliant Ads
- Marketing Concepts That Can Land You in Trouble
- Challenges to and Solutions for Making Digital Ads Compliant
- Filing
- Oversight

**10:15-10:30 – BREAK**

**10:30-12:00 – Market Conduct Exams and Consent Orders - What Can We Learn?**

In this session we'll look at advertising issues that have been flagged in market conduct exams to gain insight into what regulators are looking out for.

**12:00-1:30 – LUNCH** with informal discussions and networking

**1:30-2:30 – Best Interest Standards and Digital Advertising**

While the future of the DOL rule may be uncertain, the idea of a higher standard of care doesn't seem to be going away anytime soon. We'll unpack what is meant by a "best interest" standard, review recent developments around requirements, and discuss how to bring these standards into the digital space.

**2:30-2:45 – BREAK**

**2:45-3:45 – Q/A – Open Discussion – What's on your mind?**

We'll talk through your questions and scenarios and get feedback and input from the group.

**3:45-5:00 – 1-on-1 meetings.** (15 minutes maximum. Must sign up in advance. Please email [Glenda Bean](#) to schedule your meeting.)