



2019 NSCP National Conference Agenda

SUNDAY, OCTOBER 20, 2019

2:00 pm – 7:00 pm **Registration** **East Foyer**

MONDAY, OCTOBER 21, 2019

7:00 am – 5:00 pm **Registration** **East Foyer**

7:30 am – 8:30 am **Breakfast** **East & South Foyers**

8:30 am – 9:30 am **General Session with Keynote Speaker, Lee Rubin**
“5 Components of Extraordinary Teams” **Key Ballroom 1-8**

9:30 am – 9:50 am **Break** **East & South Foyers**

9:50 am – 11:05 am **Session 1 (75 minutes)** **Breakout Rooms**

1a. BD - Regulatory Review (OPEN)

Hear directly from FINRA regulators who will explain FINRA’s examination program as well as FINRA’s 2019 examination priorities. The panel will provide feedback from various examination findings made by FINRA and discuss current rulemaking initiatives. The panel will also touch upon Regulation Best Interest and what regulatory changes broker-dealers can expect from FINRA. Such information will highlight regulatory and enforcement matters to help compliance professionals stay abreast of timely regulatory issues and improve their compliance programs. Attendees will also be provided the opportunity to ask questions of the panel. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand FINRA’s new process on risk monitoring to identify emerging regulatory issues
- Review FINRA’s 2019 examination priorities
- Discuss FINRA’s Report on Examination Findings as well as the FINRA360 Progress Report and findings in other topical FINRA examination reports
- Examine current FINRA rulemaking initiatives and noteworthy enforcement cases

1b. IA/IC/PF – The 2020 GIPS® Standards (Intermediate)

In this session, experts will discuss the compliance requirements and oversight role related to complying with the Global Investment Performance Standards (GIPS®). In addition, the panel will update attendees on the changes that are on the horizon with the adoption of the next edition of the GIPS standards.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand the impact of the 2020 GIPS standards on your firm's GIPS compliance policies, procedures and controls
- Explore new requirements, as well as areas where more options and increased flexibility have been introduced
- Examine the GIPS compliance reporting obligations and how the changes reflected in the 2020 GIPS standards will impact your firm
- Considerations for effective approaches to implementing error correction procedures

1c. IC - Investment Company Compliance 101 (Basic)

Managing the assets of a registered investment company can be more complicated than a private fund or separately managed account. This session is intended to introduce attendees to some of the basic requirements applicable to these public funds, including the difference between a mutual fund's Compliance Program and an adviser's Compliance Program.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Overview of the Investment Company Act Compliance Rule 38a-1 including key mutual fund players and governing laws
- Required filings (registration, shareholder reports, SEC filings), agreements and board materials
- Adviser restrictions & compliance requirements – understanding the 15c process, investment restrictions, prospectus & SAI requirements
- Overview of key IC rules – trading, custody, proxy voting and code of ethics

1d. ALL - Anti-corruption, Bribery & Fraud Issues (Advanced)

Panelists will discuss recent FCPA and bribery cases and review a scenario based on a recent bribery/FCPA action so that attendees will understand how employees violated firm policies and how to respond when faced with such situations.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn about the different ways that FCPA and bribery regulations have been violated over the last year
- Understand how controls were avoided and discuss how controls could be adapted to address these types of violations
- Discuss the culture of the firms involved in the violations and whether the firms' culture played a role in the violations
- Learn how to enhance training, policies and controls related to FCPA and bribery

1e. ALL Lab - Compliance's Role in ESG Investing and Corporate Engagement (Advanced)

As environmental, social, and corporate governance (ESG) investing is moving more into the spotlight, it is important for compliance professionals to ensure it incorporates a firm's fiduciary duty to its clients. This session will include an interactive case study discussion on how best to implement and manage ESG investing and corporate engagement topics at your firm.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- ESG Investing – Ensuring your investment process is consistent with what is disclosed to your clients and the best way to test and review ESG portfolios.
- ESG Data Providers – Understanding the unique due diligence requirements for these vendors.
- Balancing different regulators views and their tolerances for ESG (EU, France, vs United States SEC and DOL)
- Corporate Engagement – Understanding who your firm is engaging and how to identify and mitigate the potential conflicts

1f. IA/PF Lab – When is an Advertisement Deemed to be Misleading? (Intermediate)

In this lab, attendees will have the opportunity to review case studies and participate in a lively discussion working towards identifying potential advertising issues. This panel will also address the SEC’s risk alert on advertising.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Ensure your advertising, policies, practices are aligned and compliant
- Discuss precautions when using hypotheticals and back-tested data or particular words and phrases
- Confirming performance numbers and data and its importance to your firm
- Ensuring all appropriate disclosures/sources to mitigate risk

1g. MA Forum - Exam Prep & Best Practices (Intermediate)

Attendees will discuss how to best prepare for a regulatory exam, including reviewing recent request lists, interview tips, record productions and responding to findings and deficiencies.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Examine key preparation tips (Document Request Letter and preparing for the opening meeting)
- When and how can you limit what documents you provide
- Who will be interviewed and who should attend
- Discuss past exam experiences including the exit interview and deficiency letter response

1h. ALL Talk Group - New & Prospective NSCP Members

Whether you are a new NSCP member or considering joining, please come meet up with the NSCP team for a discussion about the many benefits NSCP membership has to offer as well as, a demonstration of the NSCP Member Center. This session is not eligible for continuing education credits.

11:05 am – 11:25 am Break

East & South Foyers

11:25 am – 12:40 pm **Session 2** (75 minutes)

Breakout Rooms

2a. IA/IC/PF - Regulatory Review (OPEN)

Hear directly from SEC and NFA regulators to help compliance professionals understand and manage the current regulatory landscape, regulatory initiatives and their impact to your business. Attendees will have the opportunity to submit questions anonymously. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand what the regulators see as the current risks to investors, investment firms and the broader market, given the economic developments over the last year
- Understand what the SEC and NFA view as their current and future priorities and how those may impact your businesses and Compliance Programs
- Discuss where the SEC and NFA stand on new rules and rule proposals given the administration's statement regarding withdrawing rules at the same time
- Understand how rules and regulations in foreign jurisdictions play a role in the rulemaking process here in the U.S. (GDPR, European Directives on Money Laundering, etc.)

2b. BD - Creating Effective Supervision Structures (Intermediate)

This session will address the roles of compliance and supervision, and the potential pitfalls of having compliance perform supervisory functions. Centralized versus decentralized supervisory structures will be compared and contrasted. The discussion will then focus on factors specific to the business model and personnel that may favor a centralized or decentralized structure. Finally, supervisory controls and monitoring will be covered.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Explore the roles and responsibilities of compliance oversight and performing supervisory functions
- Compare and contrast centralized versus decentralized supervisory structures and what factors favor one over the other
- Integrating and effectively utilizing technological solutions in the supervisory structure
- Designing and implementing effective supervisory controls tailored to the business model and considerations for monitoring of the supervisory system

2c. ALL - When Legal and Ethical Considerations Collide (Advanced)

This session will explore what the compliance and legal professional experiences when a decision may fall under legal guidelines, but violates ethical considerations, or the opposite is true. This panel will discuss how to make decisions and document the process when rules and ethics collide.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn how to identify the conflict of legal versus ethical
- Discuss factors to consider when making a decision between the two
- Proper documentation of the process
- Understand the bigger picture of ethics in compliance

2d. ALL - Small Firm Decisions: Outsource or Automate? (Intermediate)

This session will help compliance professionals at smaller firms decide whether to outsource or automate compliance functions. The discussion will address the pros and cons of each, as well as key factors to consider for success.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Consider compliance functions that do and do not lend themselves well to outsourcing or automation
- Consider the import factors when selecting a consultant or consulting firm to fit your needs
- Learn how to select and implement automated solutions to realize maximum benefit
- Discuss pitfalls and failures to avoid when outsourcing or automating compliance functions

2e. BD Lab - Annual Review of Business (Basic)

Industry Compliance experts will discuss effective approaches to meeting the annual FINRA Rule 3110 review requirements and Rule 3130 required certification. Best practices for completing and utilizing the findings will be shared in a lab format for practical application.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn how to develop a risk profile, what to include, how deep to go
- Learn how to develop review steps and consideration of different kinds of issues
- Understand how to draft the report and handle issues that so that they attract management interest but not regulatory liability
- Establish remediation plans for the report

2f. MA Lab – Advertising (Intermediate)

In this lab, attendees will have the opportunity to review case studies and participate in a lively discussion working towards identifying potential advertising/marketing pitfalls and issues.

This panel will also focus on regulations and guidelines, specifically MSRB G-40.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Define advertisements, form letters and clients in relation to the advertising rule
- Discuss what are reasonable policies and practices for tracking and approving advertisements
- Analyze case studies, do's and don'ts of municipal advertising
- Discuss pitfalls, appropriate disclosures and MSRB tools and resources

2g. ALL Forum - Canadian Compliance (Intermediate)

This session is an interactive discussion of hot topics in the securities regulatory and compliance areas in Canada.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Update on current and pending Canadian regulations
- What market participants can expect from the regulators in the future
- Key differences between US and Canadian regulations
- Current issues

2h. BD/IA Talk Group - Dual Registrants

This talk group is for dually registered Broker-Dealer and Investment Advisers who to discuss in a facilitated talk group some unique issues and challenges they encounter in their positions. This session is not eligible for continuing education credits.

12:45 pm – 1:55 pm	Networking Luncheon & Business Meeting (OPEN)	Key Ballroom 1-8
1:55 pm – 2:10 pm	Break	East & South Foyers
2:10 pm – 3:25 pm	Session 3 (75 minutes)	Breakout Rooms

3a. BD/IA - FinTech & Technology Governance (OPEN)

The emergence of new FinTech solutions has contributed to and the rapid change of technology systems, disruption, and speed to market. This panel will focus on the perspectives of the regulators with representatives from both the SEC and FINRA, as well as in house compliance officers regarding the risk of information and technology change management policies and procedures. This session will also discuss best practice policies, procedures and strong controls for system changes to help your compliance program mitigate risk. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Explore regulatory requirements for technology governance and emerging FinTech and regulatory trends
- Assess how customer service and regulatory issues may result from operational breakdowns because of new technology implementations
- Discuss how inaccurate, incomplete, untested or unauthorized changes to production environments threaten system outages and data inaccuracies for clients and the markets
- Navigate how these issues have significant impacts to data integrity and customer protection.

3b. IA/IC/PF - Reassessing Pricing and Valuation Models (Intermediate)

This panel will discuss recent valuation issues and priorities to provide best practice solutions and to ensure compliance with the rules, regulations, guidance, and enforcement actions. It will provide an overview of the pricing model for registered investment companies and private funds and discuss the more complex and complicated processes of fair valuation, matrix pricing, and pricing of complex securities.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Legal and regulatory requirements relating to valuation

- Valuation models for registered Investment Companies and Private Funds
- Recent SEC guidance, enforcement actions and lessons learned
- Third party service provider oversight, best practices and fixed income pricing and fair valuation

3c. ALL - Basics of ERISA (Basic)

Compliance with the requirements of the Employee Retirement Income Security Act (ERISA) and parallel provisions in the Internal Revenue Code (Code) can be challenging. This program will highlight how you should integrate ERISA and the Code into your compliance program. Panelists will emphasize how ERISA and Code compliance may differ from compliance with the Advisers Act and Exchange Act. New IA and BD compliance professionals and even veterans who may not be as familiar with ERISA and the Code will benefit from attending this program.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Identification of fiduciaries & the impact of fiduciary status on your firm and its affiliates
- Identification & management of “plan asset” pooled investment vehicles/funds
- Application of ERISA & Code prohibited transaction provisions to ERISA-covered plans and IRAs (even post-DOL Rule!) including compliance with statutory and class exemptions applicable to common transactions (compensation, trading, etc.)
- Enforcement & litigation risk

3d. ALL - Supporting Women in Compliance (Intermediate)

Most women in compliance have faced challenges during their financial industry career. Gender gaps in senior management, pay parity and cultural obstacles are just a few challenges that many women face in the compliance industry and at their own firms. In this panel discussion, presenters will briefly share their own personal journeys and discuss how they addressed these, and other challenges, throughout their career, and how the support they received from women, men and their firms contributed to their professional success. This panel of highly regarded compliance professionals will discuss their lessons learned and provide guidance for overcoming career roadblocks.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Engaging senior management in supporting the success of women at your firm
- How to showcase your achievements for career advancement
- Communicating your “value” in advancing the firm’s culture of opportunity through networking, mentorship and beyond
- Negotiating strategies to get the salary and work schedule you deserve

3e. BD Lab - Conducting a Mock Exam (Intermediate)

This session will introduce the participant to the process of conducting a BD mock regulatory examination and the potential benefits of conducting that exercise. The Participants will assess the pros and cons of conducting the audit internally or using external consultants and resources. The scope of the audit will be based on the firm’s risk profile, which in turn will be based on its business model the regulatory examination priority letters.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Assess your firm's risk profile and drafting the scope of the audit
- Determine and incorporating regulatory priorities
- Develop a plan to review and test compliance functions
- Determine the documentation and remedial actions to be taken at the completion of the audit

3f. IA Lab - Conducting a Mock Exam (Intermediate)

This session will introduce the participant to the process of conducting an IA mock regulatory examination and the potential benefits of conducting that exercise. The Participants will assess the pros and cons of conducting the audit internally or using external consultants and resources. The scope of the audit will be based on the firm's risk profile, which in turn will be based on its business model the regulatory examination priority letters.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Assess your firm's risk profile and drafting the scope of the audit
- Determine and incorporating regulatory priorities
- Develop a plan to review and test compliance functions
- Determine the documentation and remedial actions to be taken at the completion of the audit

3g. BD Forum - Field Audit Program (Intermediate)

This interactive forum will focus on the regulatory requirements, logistics and challenges of conducting an effective field audit program. The panel will lead a discussion on the recent FINRA guidance concerning remote inspections, methods for scheduling and tracking branch audits, and some of the finer points of staffing a field audit team.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Hear about updates on FINRA's guidance and expectations, including remote inspections
- Discuss regulatory cycle requirements, including risk-based audits
- Discuss scheduling, logistics and unannounced audits; reporting and metrics
- Share best practices for Interviewing, hiring, training and retaining a field audit staff

3h. MA Talk Group - Introduction to Municipal Advisors (Basic)

This session will review who should be registered (or consider registration) as a Municipal Advisor both generally and specifically as it relates to various services and product offerings. This registration refresher will discuss different regulatory regimes (SEC, MSRB, CFTC, FINRA, etc.). We will also spend time talking about Municipal Advisor hot topics. You may submit topics of your choice in advance, referencing "session 3h" to holly@nscp.org.

3:25 pm – 3:45 pm Break

East & South Foyers

4a. IA/IC/PF - Enforcement Issues (OPEN)

Learn from regulators about SEC investigations, and pending and recent enforcement actions, from preparation to resolution. Hear about enforcement coordination with examination staff and other SEC Divisions. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Analyze recent and pending SEC recent enforcement actions, enforcement initiatives and sweep investigations, and lessons learned
- Learn about retaining and working with outside counsel, including the importance of privilege and attorney work product
- Learn when it is helpful to self-report; what cooperation means; and when is it right to litigate or settle.
- Discuss how best to respond to regulatory inquiries and subpoenas

4b. ALL - Anti-Money Laundering and Fraud (Intermediate)

This intermediate session will explore the practical challenges facing all firms in monitoring AML and protecting against fraudulent activities. Specialists will discuss how to turn potentially costly deceptions into opportunities to improve AML controls.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Examine the obligation of all firms to apply AML and Fraud Protection Compliance best practices consistent with government regulations and client security
- Explore AML standards, including the new Customer Due Diligence (CDD) and beneficial owner rules, and the monitoring of high-risk suspicious activities
- Aligning policies, procedures, controls and firmwide cross education to bridge gaps and vulnerabilities
- Applying lessons learned from recent examinations and actions that address emerging money-laundering risks and enforcement trends across all firms

4c. BD/IA - Regulation Best Interest - SEC Innovation or Zombie DOL Fiduciary Rule?

This session will focus on reviewing the key components of Regulation Best Interest and the practical and tactical implications associated with satisfying the requirements under the enhanced standard of care.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand the evolution of the Broker Dealer standard of care up through Regulation Best Interest
- Understand when the duties under Reg BI apply
- Compare the difference between the enhanced standard of care required by Reg BI and the fiduciary standard of care owed by advisers under the Advisers Act
- Discuss the practical compliance considerations implicated by Reg BI

4d. ALL – FinTech & RegTech Innovations (Intermediate)

In this session, industry professionals will discuss the up and coming areas of RegTech and FinTech. What is the difference between RegTech and FinTech and does it really matter for your needs? What types of unmet compliance needs can be met by these companies? Who are the companies that will be competing for your business? What makes these companies' technology different from the current compliance technology that is being used?

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Gain a broad understanding of the new technology that regulators are seeing and competitors are using
- Understand how these companies will affect the roles of compliance officers today and in the future
- Understand the pros and cons of either implementing new technology or maintaining current compliance technology and processes
- Determine whether there are portions of your compliance program that could be addressed by new technology innovations

4e. ALL Lab - Regulatory Exams: Best Preparation (Basic)

Compare and exchange ideas with peers on the most efficient and effective practices for regulatory exam preparation. Openly discuss the record production process, interview tips, disaster pitfalls, responding to findings and deficiencies and communicating results to clients.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Define the type of exam being conducted and its probable focus. Meet with firm senior management and initiate a time/resource outline, making certain to highlight efforts on potential vulnerabilities. Ensure full support from all management.
- Analyze recent regulatory document request lists. Speak with department heads and assign responsibilities for data collection. Emphasize firmwide participation and the importance of deadlines and gathering the correct information from the right people.
- On-site exam: significance of approach and preparation for additional production; anticipate and prep for Q&A interviews; consider CCO interaction; and provide daily agenda and wrap-up.
- Mitigate issues as they arise over the course of the exam, respond to the regulatory findings, schedule resolutions and prepare firm response to clients and public (as necessary).

4f. BD Lab - When is an Advertisement Deemed to be Misleading? (Intermediate)

In this lab, attendees will have the opportunity to review case studies and participate in a lively discussion working towards identifying potential advertising pitfalls and issues. This panel will also focus on FINRA's communications with the public regulations and guidelines and the SEC's risk alert regarding advertising.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Ensure your advertising, policies, practices are aligned and compliant



- Discuss precautions when using hypotheticals and back-tested data
- Determining when communications need to be filed with FINRA's advertising review department
- Ensuring accuracy of performance numbers and data in your advertising and appropriate disclosures/sources to mitigate risk

4g. IC Forum - Investment Companies Issues (Advanced)

In this advanced forum, experienced fund compliance professionals will discuss and share how they are addressing certain key investment company topics.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Discuss current hot topics (the impact of the liquidity rule, fees and expense disclosures, etc.)
- Discuss the challenges of side by side management of funds with other vehicles (separate accounts, pools, etc.)
- Discuss fund board oversight evolution.
- Attendees will also be able to submit additional discussion topics during the registration process

4h. ALL Talk Group - Women in Compliance

As a follow-up session to the "Supporting Women in Compliance" panel, a facilitated talk group is available for attendees to discuss women's topics covered during the panel session. Attendees are encouraged to share their experiences and learnings within this forum. This session is not eligible for continuing education credits.

5:00 pm – 6:30 pm **Networking Reception (90 minutes)**

East & South Foyers

TUESDAY, OCTOBER 22, 2019

7:30 am – 5:00 pm	Registration	East Foyer
7:30 am – 8:30 am	Breakfast	East & South Foyers
8:30 am – 9:30 am	General Session with Keynote Speaker, Dov Seidman “Leading in a Reshaped World”	Key Ballroom 1-8
9:30 am – 9:50 am	Break	East & South Foyers
9:50 am – 11:05 am	Session 5 (75 minutes)	Breakout Rooms

5a. BD - Enforcement Issues (OPEN)

Attendees will explore both recently reported and pending enforcement actions from the SEC and FINRA and lessons learned. Presenters will discuss the most current trends in enforcement as well as the regulators' priorities. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Analyzing both recent and pending SEC and FINRA enforcement actions and lessons learned
- Examine enforcement actions related to trading and institutional businesses
- Understanding the impact and value of self-reporting and cooperation
- Developing an understanding of the coordination between regulatory bodies

5b. ALL - ERISA: Now and into the Future (Intermediate)

This session will help compliance professionals navigate the recent changes in ERISA.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Analyzing the past, present and future of ERISA regulations
- Considerations for moving forward, maintaining status quo or rolling back ERISA policies
- Overview and takeaways from recent DOL enforcement and litigation
- Suggestions and resources for understanding the nuances of retirement advisory business

5c. IA - Compliance Passport: Perspective Beyond the U.S. Borders (Intermediate)

This session will explore potential issues and processes Compliance must initially consider when a firm wishes to expand globally.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Discuss compliance in doing business with the following countries: United Kingdom, Ireland, South Africa, Dubai, Singapore, Hong Kong, Australia and Brazil (including MiFID implications).

- Identifying the primary regulatory authorities in each country to determine what firm and/or individual registrations or licenses must be obtained prior to initiating any business
- Conceptualize a compliance program for an entirely new firm and prepare a realistic project plan to include enhancing and augmenting all compliance policies, procedures and processes
- Analyze and estimate availability and adequacy of compliance knowledge, time and cost of staffing up, annual cost of education for staff and personnel, legal counsel, regulatory filings, upgrading technology and other related initial expenses.

5d. ALL - Integrating Behavioral Ethical Standards with Compliance Programs (Intermediate)

Experts will share recent academic behavioral ethics research findings and discuss how to effectively integrate behavioral ethical standards with successful compliance program, with an emphasis on the need for enhanced collaboration between Human Resources and Compliance. This session will focus on joint practices, applications and how enriched interpersonal skills assist employees in pursuing and maintaining codes of conduct and higher ethical standards.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Leveraging resources and assets to assist in policy and procedures development and disclosure items (including personal finance matters)
- Defining reputational and financial risks to the firm and examples caused by the misconduct of employees
- Determining sanctions and disciplinary actions that are applied at all levels and firmwide
- Continually developing and strengthening firm values and ethics by coordinating and augmenting educational and annual employee programs

5e. BD/MA Lab - Records Management (Advanced)

This advanced session, provides hands on tools for senior broker-dealer and municipal advisor (MA) compliance and legal professionals to test their firm's processes, procedures and systems relating records creation and retention compliance. The session will address best practices for records management programs to ensure they are properly structured and in compliance with regulatory requirements. The program will include analysis of the records management program, creating an inventory, "legal hold" practices, managing retention periods, document management systems and cloud storage, backup and redundancies, business continuity, and oversight of third-party service providers.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Differentiate when a record needs to be kept electronically, including WORM format versus other methods
- Managing examination production, "legal holds," enforcement matters, and destruction of records and information – when and how it should be done, including for MAs what triggers the end of the retention period
- Vetting and oversight of third-party records systems, including trading platforms, email providers and cloud storage

- Provide participants with practical, hands-on materials and ideas for implementing a books and records program suitable for the size, business model, scope of MA activities, risk factors and conflicts or potential conflicts of interest

5f. ALL Lab - Testing the Written Policies & Procedures Lab (Basic)

Attendees will learn current trends and practices, in writing and testing compliance policies and procedures. Topics will include which policies to have, the various testing techniques, sampling methodologies, report construction, and issue remediation and tracking. Additionally, attendees can expect to take away various templates for use in the testing programs within their firm.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Participants will learn to develop risk assessments for firms dependent on their size
- Determine the methods of developing risk-based testing programs
- Understand how to execute compliance testing programs (sampling, report writing, etc.)
- Gather techniques for raising, remediating, and tracking issues. Plus understand how to properly “close” issues.

5g. IA - Investment Adviser Standard of Conduct

This session will dissect the Commission’s recent interpretation of the Standard of Conduct for Investment Advisers under the Investment Advisers Act of 1940 (“Advisers Act”). This exercise will begin with a review of the history of an adviser’s fiduciary duty, and then will deep dive into the current iteration with a discussion of the underlying Duty of Care and the Duty of Loyalty.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand the impetus of the investment adviser’s fiduciary duty.
- Analyze the principles underlying the Duty of Care (such as the duty to seek best execution)
- Learn how to act under the Duty of Loyalty (What is full and fair disclosure? How to act in the client’s best interest?)
- Apply the nuances of the current day interpretation to industry practice

5h. Public Pension Funds Talk Group

This facilitated talk group will discuss the unique issues and topics that public pension funds encounter in their compliance work. This session is not eligible for continuing education credits.

11:05 am – 11:25 am Break

East & South Foyers

11:25 am – 12:25 pm **Session 6** (60 minutes)

Breakout Rooms

6a. BD/IA - A Practical Guide to Form CRS (Client Relationship Summary)

This session will focus on and preview initial thought leadership and approaches for Form Client Relationship

Summary (CRS) from the SEC Best Interest Rulemaking package. Attendees will leave with ideas and best practices to implement for their firm to comply within required deadlines. Form CRS is a key component for success for the SEC's new Regulation Best Interest framework and compliance programs.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn who prepares and delivers Form CRS
- Hear about how to write a short and compliant Form CRS
- Understand the key disclosure obligations for fees and conflicts
- Learn when Form CRS must be updated

6b. ALL - Integrating and Adapting to Corporate Changes (Advanced)

This session will focus on the role of the compliance department in the midst of a merger, an acquisition or other major corporate changes. The panel will discuss advanced level topics along with their experience and methods used to help manage a successful due diligence review, merger and/or acquisition, while maintaining a culture of compliance.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Preparing for transition, mergers and acquisitions of firms and compliance departments
- Managing the due diligence process; potential areas of concern
- Regulatory requirements for approval of change in ownership, control, or business operations
- Succession and transition planning impacts and key milestones for success

6c. ALL - Ahead of the Curve Compliance: Blockchain & Digital Assets (Basic)

This panel focuses on education and awareness about blockchain and digital asset offerings every compliance professional should possess to help their firm. Hear how these products and initiatives are evolving and impacting a firm's go-to market strategy and ultimately compliance and risk management programs.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Explore the key features about blockchain, initial coin offerings ("ICO") and cryptocurrencies
- Discuss the unique custody and AML issues relating to blockchain, digital currencies and digital securities
- Assess necessary policies, procedures, training and education for these that are needed for your firm to mitigate risk
- Understand the approaches for experimentation and implementing these offerings

6d. ALL - Cybersecurity for Small to Mid-size Firms (Intermediate)

This session will focus on cybersecurity through the lens of a small to mid-size firm and address regulatory guidance, and how to protect your firm from common cyber threats.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Interpreting regulatory guidance with a small firm perspective
- Budgetary constraints on infrastructure and services
- Determining your firm's cybersecurity priorities
- Addressing the human element in cybersecurity through training

6e. BD/MA Lab - Risk Identification & Creating a Risk Matrix (Basic)

The process of identifying risk exposure within your firm is a necessary element in developing and maintaining a strong compliance program. This session will explore the practical aspects of creating a meaningful and usable risk assessment and will highlight the benefits that such assessment provides to your compliance program.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand why a risk assessment is a necessary part of a strong compliance program for a broker-dealer
- Learn what your risk matrix should look like
- Learn how to create your inventory of your firm's compliance risks
- Determine how to use your risk assessment on an ongoing basis for regulators and corporate executives

6f. IA Lab - Financial Forensics (Intermediate)

OCIE's 2019 exam priorities include a focus on client fees and expenses and undisclosed conflicts of interest. In this lab, attendees will work through complex case studies on how to use forensic testing using a firm's financial statements. This lab will be especially helpful to compliance personnel of firms with multiple fee schedules, products, and retail clients. Participants will leave with an action plan, suggested language, and checklists.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Analyzing all firm revenue sources and key expense categories to ensure consistency with firm disclosure documents (client fees, revenue sharing, referrals, other)
- Analyzing and comparing various fee schedules (fixed fee, performance fee, client specific calculations, most favored nation clauses, etc.)
- Analyzing and comparing third party payments for undisclosed compensation arrangements.
- Reviewing current documentation—agreements, fee changes, Form ADV 2A, invoices, policies and procedures manual

6g. IA/IC/PF Forum - Trading Compliance Issues (Intermediate)

Trading arrangements and practices for investment advisers, private funds and investment companies may present potential conflicts of interest for advisers. This session will focus on the complex compliance issues and mitigating controls related to trading by advisers.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- General brokerage arrangements and trading controls for recordkeeping, testing and reviews, gifts and

entertainment on the trade desk.

- Best execution issues and reasonable procedures related to client directed brokerage, FX and fixed income.
- Managing and mitigating conflicts of interest for allocations/aggregation, principal and cross trades, soft dollars, affiliated transactions and trade error resolution.
- Trading specific disclosures and best practices and conducting compliance reviews.

6h. IA Talk Group - Global Advisers

A facilitated talk group is available for investment advisers to discuss unique challenges and issues they face as global advisers. Attendees are encouraged to share their experiences and learnings within this forum. This session is not eligible for continuing education credits.

12:25 pm – 1:45 pm **Luncheon with Keynote Speaker, Beth Haddock** **Key Ballroom 1-8**
Compliance Reimagined: Why Influential Triple Bottom-Line Leaders Will Replace the Status Quo

Learning Objectives:

Why it's time to reimagine the role of compliance as sustainable governance

- ESG, Fintech, global issues and business acumen etc.

What it means to deliver a sustainable Triple-Bottom Line compliance program

- Delivering an ROI and rebranding compliance as a competitive advantage etc.

How to deliver a Triple Bottom-Line of protection and increased productivity and impact

- Increasing influence and impact with “friends of compliance” (FOCs), value matrices and behavioral economics to increase engagement etc.

1:45 pm – 2:10 pm **Dessert Reception** **East & South Foyers**

2:10 pm – 3:25 pm **Session 7 (75 minutes)** Breakout Rooms

7a. BD/IA - Managing Dual Registrant Requirements (Advanced)

This session will focus on common challenges and best practices to manage dual registration requirements in a demanding regulatory environment. This session will uncover supervision issues resulting from clients switching between being BD and IA. The panel will also discuss approaches for firms to enable and evolve their supervision as a dual registrant to mitigate risk.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Discuss regulatory obligations of dually registered persons and firms and provide examples to learn how to refine your compliance program.
- Importance of supervisory requirements, recordkeeping requirements and ramifications of non-compliance and action items to implement.
- Interplay between conflicts of interest, operational issues and disclosures regimes to provide transparency to all.
- Examine examples to dual registrant enforcement actions where more effective supervision and disclosure could have prevented or mitigated regulatory actions taken.

7b. IA/IC/PF - 2019 Regulatory Priorities & Best Practices (Intermediate)

This session will focus on OCIE's 2019 examination priorities against a risk-based approach to: promoting compliance, preventing fraud, identifying and monitoring risk, and informing policy. Best practices in highlighted sections will be covered for firms of various sizes. Attendees will leave with ideas and best practices to implement for their firm.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Investigate fees and other expenses: disclosure of costs of investing, financial incentives; participatory and affiliated relationships; share class justification, and conflicts of interest.
- Review portfolio management practices both for fair trade allocation and the actual investment process, including recommendations and product suitability, risky new investment tolerance and disclosure, and conflicts of interest.
- Focus on Mutual Funds and Exchange Traded Funds (ETFs): proper investment risk disclosure; adequate oversight procedures for the board; sufficiently experienced advisers managing funds and multi-fund investments; and, addressing conflicts of interest.
- Monitor and expand cybersecurity management: identify and manage cybersecurity, governance and risk assessment, data loss controls, vendor management, training and testing.

7c. ALL - Regulation of Digital Assets (Intermediate)

This session will be an interactive discussion of the regulatory barriers and guidance to digital asset investing and trading. Gain insight into the status of digital assets in the regulatory environment. Is the digital asset considered to be a crypto currency or a security?

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Discuss current regulatory guidance on digital assets according to the SEC, CFTC, Federal and State Banking Regulators
- Understand custody concerns
- Learn about digital asset exchanges
- Understand which businesses have been approved by regulators and what we can expect in the future

7d. ALL - Why Diversity & Inclusion Matter (Intermediate)

As the focus on diversity & inclusion in the financial services industry increases, it is important that employers recruit, retain and develop candidates of all backgrounds. This session will increase awareness of diversity & inclusion and explain how we can all promote diversity & inclusion within our firms. Hear from a panel of highly regarded leaders on how they define diversity & inclusion, why it matters and why they consider it a business imperative.

Learning objectives:

- Understand the difference between diversity & inclusion and why both matter.

- Recognize and understand how unconscious bias may be hindering your or others career advancement as well as diversity & inclusion within your firm
- Discuss ways you can support diversity & Inclusion within our organization
- Recognize and understand how unconscious bias may be hindering your or others career advancement
- Discuss best practices and share practical strategies in creating an inclusive and diverse culture
- Learns ways to make the compliance profession more inclusive and representative of the diverse talent in the financial services industry

7e. ALL Lab - Initial and On-going Vendor Due Diligence and Oversight (Intermediate)

This session will walk through various important considerations when choosing new vendors, and foster group discussions surrounding best practices to assist in the ongoing monitoring of vendors and outsourced technology.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Develop a full list of both internal and external vendors, and understand your firm's responsibilities when relying on a parent company or other affiliate to perform certain functions
- Identify which areas/departments should be involved in due diligence reviews, and determine the frequency for ongoing monitoring
- Hear about best practices for keeping your due diligence packet fresh, having a process to address deficiencies, and handling push back from vendors
- Understand vendor risk, and develop a vendor risk matrix to tailor ongoing due diligence to the type of vendor, and the service(s) they provide

7f. IA Lab - Risk Identification & Creating a Risk Matrix (Basic)

The process of identifying risk exposure within your advisory firm is a necessary element in developing and maintaining a strong culture of compliance. This session will explore how to create a meaningful and usable risk assessment and how this assessment benefits your compliance program.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- What is a private equity fund and why are advisors to private equity funds required to register as RIAs?
- In what areas have SEC exams and enforcement actions focused? (conflicts regarding expense allocations, co-investments, investment allocations and fees).
- What are the regulatory issues concerning alternative data?
- What are the regulatory issues concerning valuation and performance marketing?

7g. PE/PF Forum - Applying IA Rules to Private Equity (Basic)

Participants in this session will learn from one another how their firms have, or are considering, navigating compliance requirements for private equity firms. Topics to be covered will encompass challenges particular to private equity compliance and examinations.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Defining, tracking and providing appropriate training for access/control/supervised persons
- Discuss areas where exams have focused: conflicts inherent in expense allocations, co-investments, investment allocations, etc.
- How firms have handled exams when examiners don't understand the business/structure
- Meeting the books and records requirements

7h. MA Talk Group - Compliance with New Rules (OPEN)

Network and learn from other Municipal Advisors through shared experiences and understanding of new MSRB rules in this informal Talk Group. MSRB Executives will speak and answer attendee questions in an informative and interactive environment. This session is not eligible for continuing education credits.

3:25 pm – 3:45 pm Break

East & South Foyers

3:45 pm – 5:00 pm **Session 8** (75 minutes)

Breakout Rooms

8a. BD - Understanding, Building and Testing Compliance Controls (Intermediate)

In this session participants will learn the theory behind what is and isn't a control. The panel will discuss control design, implementation, and testing. There will also be consideration of what constitutes a weak or broken control, and what to do about it.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- What is a control?
- How do preventative, detective and remedial controls differ?
- How do you test a control?
- What do you do when a control is weak, broken or non-existent?

8b. IA/PE/PF - Lessons Learned from Key Enforcement Actions (OPEN)

This session will feature an in-depth discussion with two regulators on recent enforcement actions against advisers to separately managed accounts, private funds and private equity funds. The panel will review key enforcement actions, examination coordination, sweeps, and areas of SEC concern and focus. The panel goal is to provide insight regarding compliance policies, procedures, and practices to minimize current enforcement risks.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Conflicts of interest charges and how to address such conflicts
- Actions involving fees and expenses and how best to disclose issues
- Third party relationships, custody, and political contribution allegations and how to avoid compliance failures
- Considerations for self-reporting, tips for responding to investigations, and strategies for addressing potential enforcement actions

8c. ALL - Electronic Communications & Social Media (Intermediate)

This panel will focus on the rapidly changing world of communication conducted via social media and email. Conversations and illustrations will center around the constant evolution of electronic client and outside contact against the drawbacks of regulations.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understanding the effectiveness and limitations of your firm’s current business social media use policies and procedures.
- Examining the various forms of social media contact; the common archiving pitfalls; and what is possible under current regulations.
- Addressing industry best practices for email and texting surveillance, including maintenance of your key words/phrases lexicon.
- Determining how to best leverage the “tech savvy” with continuing to explore social media connections and this growing dynamic field of communication.

8d. ALL - Emotional Intelligence & Interpersonal Skills to Boost Your Clout (Intermediate)

Successful compliance professionals come from many disciplines and backgrounds. This session will help you understand what skills you should develop and build emotional intelligence to advance your career. This skill development requires practice over time, and this session will provide methods to foster growth.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand the framework of Emotional Intelligence (EQ) and how it applies to your office environment
- Learn techniques to develop EQ and apply them to real world situations
- Build good business relationships through effective communication and staying “above the line”
- Self-assessing your skill level and prioritizing which skills you need to develop

8e. IA/IC/PF Lab - Roadmap to Conduct Annual Compliance Reviews (Basic)

This basic session will provide hands-on tools to those professionals just starting, or are looking for a refresher, to test their firm’s processes and procedures as part of the annual compliance review as required by SEC rules 206(4)-7 and 38a-1. This session seeks to provide best practices as it relates to the design and implementation of a robust annual review and will include analysis of risks to consider in identifying and selecting testing topics, documentation of testing results, handling identified deficiencies, and rendering the results into a final report.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn how to prioritize testing topics and balancing compliance resources while still conducting an effective review
- Discuss tips and tricks on communicating identified deficiencies in an effective manner

- Discuss how to partner with stakeholders to resolve identified deficiencies and best practices on when and how to escalate deficiencies
- Understand how to summarize testing results into a final report

8f. ALL Lab - Follow the Money: Analyzing Your Firm's Financials (Intermediate)

This lab will focus on analyzing a firm's financial statements and why this should be part of regular compliance reviews. We will acquaint compliance professionals with accounting practices and how compliance and accounting need to work together.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Review the basics of a balance sheet and income statement
- Understand the nuances of various financial services accounting practices and how decisions compliance professionals make impact them, such as FOCUS filings
- Discuss what to look for, tests to run and red flags
- Understand how to work with accounting, as well as internal and external auditors and items they request from compliance

8g. IA Forum - Untangling Custody Responsibilities (Advanced)

This forum will focus on the new interpretations of the custody rule and how these apply to various situations within firms and across major custodians. Attendees will discuss applicability and strategies for analysis and reporting on future Form ADV amendments, what they learned and how they will do things differently. The forum will encourage attendees to share best practices by large and small firms in the retail and institutional space.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Hear what firms are doing to comply with the SEC's recent custody rule and discuss updates on the guidance issued in February 2017
- Discuss the latest developments on inadvertent custody and show how to best handle these situations
- Dialogue about standing letters of authorization and first-person transfers
- Discuss common questions resulting from the new interpretations

8h. ALL Talk Group - Diversity & Inclusion

As a follow-up session to the Diversity and Inclusion panel, a facilitated talk group is available for attendees to discuss diversity and inclusion topics covered during the panel session. Attendees are encouraged to share their experiences and learnings within this forum. This session is not eligible for continuing education credits.

5:00 pm – 6:00 pm **Networking Reception (1 hour)**

East & South Foyers

WEDNESDAY, OCTOBER 23, 2018

7:30 am – 12:00 pm	Registration	East Foyer
7:30 am – 8:30 am	Breakfast	East & South Foyers
8:30 am – 9:30 am	Keynote Interview with Assembly Member Clyde Vanel State of New York’s Cryptocurrency Task Force	Key Ballroom 1-8
9:30 am – 9:45 am	Break	East & South Foyers
9:45 am – 10:45 am	Session 9 (60 minutes)	Breakout Rooms

9a. BD/IA - Beware: State Rules May Impact Federally Registered Firms (OPEN)

Many investment advisory firms are regulated at the federal level by the SEC, there are state statutes and regulations that these SEC registered firms need to consider. A state securities regulator will provide key insights on state rules and requirements in this session. This session is for federally registered firms with retail accounts.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Examine NASAA model rules being adopted by many states and how they impact SEC registered firms
- Recognize helpful hints for finding individual state proposals and requirements to help your compliance program and ensure requirements are not missed to achieve compliance
- Understand the ever-changing privacy/data protection statues and regulations, including reporting requirements
- Discuss other key focus areas for state regulators, including fiduciary obligations, protecting seniors, standardizing fee disclosures

9b. IA/IC - Records Management (Advanced)

This advanced session will provide hands-on tools for senior investment adviser and investment company compliance and legal professionals to test their firm’s processes, procedures and systems relating to records creation and retention compliance. The session will address best practices for records management programs to ensure they are properly structured and in compliance with regulatory requirements. The program will include analysis of the records management program for investment advisers, creating an inventory, “legal hold” practices, managing retention periods, document management systems and cloud storage, backup and redundancies, business continuity, and oversight of third-party service providers.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn what an effective and comprehensive records management program looks like, including suggested best practices

- Differentiate when a record needs to be kept electronically versus paper format.
- Managing legal holds, examination production, enforcement matters, and destruction of records and information – when and how it should be done
- Vetting and oversight of third-party records retention providers

9c. IC - Navigating the Challenges of the Mutual Fund Compliance Program (Intermediate)

Attendees will learn about the best practices to comply with investment company rules and how to be an effective mutual fund CCO.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Requirements of Rule 38a-1, including oversight of the service providers
- Best practices for challenging IC rules and guidance - liquidity, valuation, distribution, etc.
- How to build a strong relationship with Fund Boards
- Mitigating conflicts: auditor independence, side-by-side management, trading and affiliations

9d. MA - Regulatory Review (OPEN)

Hear directly from the regulators to help compliance professionals understand and manage the municipal adviser regulatory landscape, with a chance to submit questions. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Recent enforcement actions and how they're affecting compliance regulations
- Regulatory input on what examiners expect to see with the new rules (e.g. advertising)
- Discuss helpful hints for firms learned from exams
- Helpful guidance and best practices to improve compliance

9e. ALL - Exploration of Artificial Intelligence with Marketing Compliance (Advanced)

Attendees will learn how data automation and artificial intelligence can help advance compliance and risk agendas with a case study on technology opportunities within Marketing Compliance.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn about artificial intelligence (AI) and emerging tech in Compliance
- Understand opportunities on leveraging technology within the Marketing Compliance space through use of an AI enabled review assistant, designed to read through marketing material to help the regulatory review process
- Implementation considerations and additional uses of AI and emerging tech in Compliance
- Cost/Benefit analysis of using AI

9f. BD Lab - Conflicts of Interest & Employee Reporting Requirements (Intermediate)

This lab will focus on the supervision of employee conflicts of interest with particular attention paid to

enhanced reporting requirements in light of the most recent FINRA and SEC guidance. The session will review FINRA rules and attendees will share their best practices regarding: Outside Business Activities; Private Securities Transactions; and Personal Account Trading; and Gifts, Entertainment and Political Contributions.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Share best practice guidance regarding Outside Business Activities
- Learn how your peers in compliance are managing Private Securities Transactions
- Discuss FINRA's 2017 Examinations Findings Report on Rules 3270 and 3280 and application to current rules
- Obtain practical strategies and guidance for assessing and tracking employee gift, entertainment, personal trading, and political contributions

9g. IA/PF Lab - Conflicts of Interest & Employee Reporting Requirements (Intermediate)

This interactive session will focus on the identification and management of conflicts of interest for investment advisers. The session will highlight best practices regarding typical conflicts of interest advisers encounter (client/firm, client/employee, and client/3rd party). Both internal and regulatory reporting requirements will be addressed.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Obtain practical strategies and guidance for assessing conflicts, eliminating, mitigating, and disclosing conflicts of interests.
- Practical guidance for maintaining a conflicts of interest inventory
- Review Conflicts of Interest Policies and reporting requirements, including outside client relationships
- Learn how your peers in compliance are managing conflicts

9h. ALL Forum - Small Firms (Intermediate)

This interactive session will focus on the unique challenges of small firms including budgetary constraints, annual reviews, dual registration, and best practices.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Survival budgeting considerations including outsourcing compliance functions
- Memorializing and focusing on high risk areas and annual reviews – safe harbors or paths to enforcement action?
- Best policies and practices for addressing senior business level managers holding multiple roles
- Determining the most advantageous practices for consolidating and managing all of the regulatory issues

10:45 am – 11:00 am Break

East & South Foyers

11:00 am – 12:00 pm **Session 10** (60 minutes)

Breakout Rooms

10a. BD - Advanced Considerations for Performing Due Diligence (Advanced)

This session will do a deep dive into the depths of performing due diligence where many issues are lurking and are not readily evident.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Lessons learned from recent enforcement cases citing deficiencies with product due diligence
- Going beyond third-party due diligence reports and due diligence checklists/questionnaires
- Best practices for interviews and onsite visits
- How to spot and address red flags in performing product due diligence

10b. IA - Global Marketing and Distribution Compliance Practices (Intermediate)

This session will provide general marketing and distribution regulatory considerations when expanding your offerings into global markets.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Hear about general marketing and distribution requirements focusing on the UK, EU (including MiFID), and Asia
- Discuss private placements do's and don'ts
- Understand reverse solicitation – often an exception but most definitely a trap for the unwary
- Learn how to develop a compliance framework to monitor and track cross border marketing activities

10c. ALL - Emerging Issues in Insider Trading (OPEN)

Attendees will learn about recent insider trading-related court decisions, national and local enforcement priorities and trends, and best practices for corporate compliance and avoiding enforcement actions. The panel will include perspectives from an FBI agent investigating securities fraud, a compliance officer working in-house, and a former prosecutor who now represents hedge funds in enforcement actions. This session is open to regulators and members of the press.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Surveillance, identification and controls of trading activity
- Responding to problematic trading activity, including the emerging Cryptocurrency issues
- Navigating third party relationships with consultants and strategic business partners
- Analyzing recent case law developments and trends

10d. ALL - Navigating the New Data Privacy Landscape (Intermediate)

This session will provide an overview of the key existing, new, and emerging data privacy laws and regulations that impact the financial services industry. The panel will review the requirements for handling and protecting non-public personal information and the ramifications of a breach that exposes such information.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Examine applicable laws and regulations: Reg S-P, FINRA rules, GDPR, U.S. state statutory requirements, including the CCPA
- Discuss best practices for internal policies and procedures to mitigate risk
- Explore successful training of employees for privacy concerns
- Navigate effectively and efficiently with breaches

10e. ALL - Tapping the Power of Data Analytics and Compliance Automation (Basic)

Attendees will learn how data analytics and compliance automation can be used as a powerful tool to help compliance professionals discern trends and pinpoint issues for further examination.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Learn current marketplace trends – regulators' use of analytics, surveillance activities, technology and data enhancements
- Discuss how to modernize your compliance program via technology and data analytics
- Understand how technology can be used to align compliance, business units and data strategies
- Implementation considerations and challenges – developing an effective implementation roadmap

10f. BD - The SEC's Challenging New Guidance on the "Solely Incidental" Broker Exemption

This session will focus on interpreting the SEC's new guidance regarding the "solely incidental" prong of the broker-dealer exclusion from the definition of investment adviser in Section 202(a)(11)(C) of the Investment Advisers Act of 1940. Attendees will learn how the "solely incidental" concept has changed with the adoption of Regulation BI and will gain practical insights for implementing a compliance program to adhere to this complex and evolving standard.

Advanced Preparation: None

Pre-requisites for participation: None

Learning Objectives:

- Understand the history of the "Solely Incidental" exemption and its application to BDs
- Compare the new guidance with prior interpretations – Is it consistent?
- Discuss considerations of discretionary authority and its place with the "Solely Incidental" exemption
- Distinguish guidance vs. practice: monitoring accounts and pitfalls under the "Solely Incidental" Broker exemption

10g. MA Forum - Municipal Advisor Issues (Intermediate)

Your obligations to satisfy your regulatory and compliance obligations may seem overwhelming and confusing at times. This forum will focus on some of the MA exam priorities and provide best practice solutions to both improve efficiencies and implement internal procedures to assist you in retaining documentation of your compliance with these rules and regulations.

Advanced Preparation: None

Pre-requisites for participation: None



Learning Objectives:

- How to identify, retain and apply conflicts of interest to an MA practice
- Overview of MA rules, what have we learned in the last 5 years
- Best practices for implementation of MSRB Rules, procedures and testing
- Practical application of evidentiary documentation to create records of compliance