



## 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. 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	<b>Networking Luncheon &amp; Business Meeting (OPEN)</b>	<b>Key Ballroom 1-8</b>
1:55 pm – 2:10 pm	Break	<b>East &amp; South Foyers</b>
2:10 pm – 3:25 pm	<b>Session 3</b> (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 be for registered Municipal Advisors that want a refresher on MSRB registration requirements or those wondering if they should be registered or are considering registration. We will also discuss registration and the different regulatory regimes and rule applications.

3:25 pm – 3:45 pm	Break	<b>East &amp; South Foyers</b>
3:45 pm – 5:00 pm	<b>Session 4</b> (75 minutes)	Breakout Rooms



#### **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. ALL - Evolving Standards of Care (Intermediate)**

Attendees will receive a brief background on existing and proposed standards of care including suitability, the Fiduciary Rule, ERISA standards, various state best interest and fiduciary obligations and Regulation Best Interest. The panel will discuss the current status of rulemaking, existing regulation, and noteworthy enforcement actions by the applicable regulatory bodies. Attendees hear about the evolving regulatory landscape, as well as the importance of ensuring that compliance programs require financial representatives to act in a client's best interest and avoid running afoul of these standards.

*Advanced Preparation: None*

*Pre-requisites for participation: None*

*Learning Objectives:*

- Understand the existing standards of care and the status of proposed rules and regulations

- Examine underlying conflicts of interest and how other firms are preparing for change
- Identify certain compliance challenges associated with the existing and new standards of care
- Review recent relevant enforcement actions to understand the regulatory mindset

#### **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**  
**“Corporate Governance, Culture and Compliance”**      **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. BD/MA Forum - Best Practices for Adapting to Regulatory Notices (Intermediate)**

This forum will provide an engaging discussion and overview of the SEC, FINRA and MSRB regulatory notices since our last National Conference. Come and hear how firms are finding solutions and responding creatively to stay compliant and evolve compliance and risk programs.

*Advanced Preparation: None*

*Pre-requisites for participation: None*

*Learning Objectives:*

- Hear an overview of recent SEC, FINRA and MSRB regulatory notices and guidance
- Share how other firms are implementing regulatory notice requirements and guidance to stay current; including trusted contact rules.
- Learn about pending rule-making and further guidance released to help comply
- Receive pointers for compliance manuals and written supervisory procedures enhancements

**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 - FINRA Qualification Examination Program & Continuing Education (OPEN)**

Attendees will learn about the recently implemented restructure of FINRA’s representative qualification examinations, harmonization of the registration rules and status of the proposed changes to the securities industry Continuing Education Program. This session is open to regulators and members of the press.

*Advanced Preparation: None*

*Pre-requisites for participation: None*

*Learning Objectives:*

- Understanding the restructure of FINRA’s representative level qualification examination program, including the general knowledge Securities Industry Essentials Exam, and the methods for enrolling for the Securities Industry Essentials Exam to help your firm make appropriate changes and communications
- Analyzing consolidation of the registration rules in FINRA’s rulebook to assist your firm’s processes and for successful implementation
- Evaluating the expansion of the permissive categories of registration and the waiver provisions for registrants who leave a firm to work at a financial services affiliate
- Discuss the current status regarding the proposed changes to the Continuing Education Program with industry partnership involving modernization efforts.

**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)**

This session will define and discuss best practices for promoting diversity and inclusion in the financial services industry. A corporate culture which fosters diversity, respect and inclusion can lead to more engaged associates, which numerous studies have shown, can contribute to increased effectiveness of the firm's performance, risk management, legal and compliance function. Hear from a panel of diverse leaders on how they promote and leverage diversity and inclusion within their own organizations.

*Advanced Preparation: None*

*Pre-requisites for participation: None*

*Learning objectives:*

- 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 to access, uncover and retain talent
- Learns ways to make the compliance profession more inclusive and representative of the diverse talent in the financial service industry
- Understand the business imperative for diversity and inclusion and addressing client requests concerning your company's practices

### **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:*

- Understand why a risk assessment is a necessary part of a strong compliance program for your investment adviser
- 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

#### **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. PE/PF - Lessons Learned from Key Enforcement Actions (OPEN)**

This session will focus on recent enforcement actions against private fund advisers. The panel will review key enforcement actions and areas of SEC concern and focus, with a goal of helping private fund advisers develop policies, procedures, and practices to mitigate enforcement risks.

*Advanced Preparation: None*

*Pre-requisites for participation: None*

*Learning Objectives:*

- Conflicts of interests in the PF/PE business model and how to address such conflicts
- Best practices for fees and expenses for disclosures, allocations, and best practices
- Managing third party relationships and undisclosed conflicts of interest
- Tips for mitigating potential enforcement action, should one arise

**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 (Intermediate)**

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 statutes 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/3<sup>rd</sup> 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. ALL Lab - Social Media Networking for Compliance Officers (Basic)**

Compliance Officers as a group are among the last holdouts from social media. For those of us who draft and administer social media compliance policies, social networking on personal time is probably not a priority. However, those of us without a social media presence are missing out on the benefits of a strong professional brand. Attendees will learn the key functions of tools such as LinkedIn and how to best utilize them to stay abreast of the industry and in touch with their peers. Through this facilitated session, attendees will be logged onto social media platforms and will work alongside the presenter(s) and their peers. Topics will include best practices regarding use of online profile, as well as the most effective ways to enhance your professional presence through social media. Attendees can expect to take away action item and, a better sense of the most compliant uses for social media.

*Advanced Preparation: Create log-in for LinkedIn and bring laptop or mobile device to session.*

*Pre-requisites for participation: None*

*Learning Objectives:*

- Develop and/or enhance their professional profiles
- Discuss the benefits as well as the pitfalls of a social media presence.
- Understand how to best use social media to keep up with your peers
- Receive hands-on help in setting up your profile and settings

**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