



**ADEMPI**

*Advice to help you accomplish*

# COMPLETE FINANCIAL PROMOTIONS

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3.5 hours of CISI accredited CPD

This half-day workshop, hosted by Adempi, is designed for anyone involved in the preparation or sign off of financial promotions, from long-form brochures to snappy social media posts. You can expect technical detail, insights into the FCA's approach and how to make judgment calls in practice.

## WHO IS IT AIMED AT?

It is perfect for compliance officers who would like a refresher on the financial promotions regime or an update on latest themes and best practice. It is also ideal for Heads of Marketing and their teams, looking to better understand and pre-empt the compliance challenges with sign offs.

## LEARNING OBJECTIVES

- Confidence in judging when marketing is a financial promotion
- Enhanced knowledge on the core obligations within the FCA Handbook
- Exploration of product specific rules such as speculative illiquid securities and non-mainstream pooled investments.
- Challenges with different media including social media and video.

[WWW.ADEMPI.CO.UK](http://WWW.ADEMPI.CO.UK)



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## PRACTICALITIES

At Adempi, training is interactive. So bring your questions and get the most out of the time. We want you to come away with knowledge that you can immediately put it into practice

We run training as small workshops, limiting numbers so that attendees can ask questions relevant to their firm and engage with each other as well as with us throughout the day. Where possible we align attendees with complimentary business models to maximise the value that sharing ideas and experiences can have.

### TIMINGS

9.30am Registration

10.00am Session starts

1.30pm Session ends

### COST

£425 plus VAT

invoiced in advance

### OUR TRAINERS

Our trainers are experienced regulatory consultants who work closely day in day out with regulated financial firms. Not only do they have a wealth of practical experience and a depth of technical knowledge to share, but they also know how to make compliance as engaging and accessible as possible.

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