

BCG Monthly Telephone Briefing

May 2015

Deposit Product Advertising

Deposit product advertising is more than just compliance with Regulation DD and the FDIC and NCUA's membership advertising rules. It is also important that institutions assess whether their advertisements are clear, conspicuous, fair and non-deceptive. As institutions continue to reinvent deposit promotions to either keep or increase their deposit market share, the rules and guidance related to deposit advertising continue to evolve. At this month's Telephone Briefing, we will review the basic regulatory compliance requirements for deposit product advertising, including recent regulatory changes. We will also discuss common UDAP concerns that institutions should assess as part of any deposit product advertising review.

We will include an advertising checklist as part of the written materials as well.



BCG Monthly Telephone Briefing

Friday, May 15
12:00 –1:30 p.m.
(with live Q&A)

Presented by
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Aldrich & Bonnefin is hosting a Monthly Telephone Briefing for Bankers' Compliance Group[®] Members on **Friday, May 15, 2015**. This meeting will be presented live and will include a question and answer session. Members can ask questions by telephone or email. Each member that registers for the Monthly Telephone Briefing will be given a password and instructions to call in to the Briefing.

ORGANIZE YOUR PARTICIPANTS

BCG Main or Registration Contacts are encouraged to organize multiple attendees to participate at one location or several locations concurrently. In this manner, several attendees can be accommodated in one conference room with a speakerphone. All Briefing connections are included in your BCG Membership.

REGISTRATION

To register, please contact your institution's BCG Main or Registration Contact or, if authorized, log in at <http://register.bankerscompliancegroup.com/subadmin> and select "Register for Events." Registration closes at noon **one business day** prior to the Briefing date. On the day before the Briefing, registrants will receive an email with call-in instructions and an access code.

CD Package: Members can also register to receive a CD package. This package, which includes any Handouts, is mailed to registrants approximately 2-3 weeks after the Briefing.

DOWNLOAD THE HANDOUTS

The Handouts are *generally* posted on the BCG Website by noon on the business day before the Briefing. All registrants will receive an email notification when the Handouts are posted. To download a Handout, go to www.bankerscompliancegroup.com/monthly-telephone-briefing.php and click on the "Download Handout Here" link at the end of each Briefing description.

CANCELLATION

It is not necessary for a registrant to contact BCG if they cannot attend a Briefing and need to cancel their registration.

SIGN UP ANNUALLY

Make the BCG Monthly Telephone Briefing a standing event at your office by registering once for the entire year. To sign up annually, fill out the form at <https://www.bankerscompliancegroup.com/pdf/2015-BCG-Monthly-Telephone-Briefing-Annual-Signup.pdf> and email it to Laura Jagerman at LJagerman@ABLAWYERS.COM. Or you can sign up under "Profile" in the Online Event Registration system.

MISSED THE BRIEFING?

Should you or others at your institution miss the briefing, you can tune into our streaming audio available on the BCG website one week after the Briefing, at www.bankerscompliancegroup.com/listen-while-you-work.php.