









CONFERENCE AGENDA


TIME/SESSION	SESSION NAME
SUNDAY, OCTOBER 16, 2016	
2:00 PM - 7:00 PM	REGISTRATION
5:00 PM - 7:00 PM	MEET AND GREET Meet up for drinks, appetizers or dinner with NSCP Board Members and conference attendees in the Marquee Lounge or Robert's Terrace. Upon check-in, all conference attendees will receive a complimentary drink voucher valid for Sunday evening in the Marquee Lounge or Robert's Restaurant.
MONDAY, OCTOBER 17, 2016	
7:30 AM	REGISTRATION AND BREAKFAST WITH THE EXHIBITORS
8:30 AM - 9:30 AM	
General Session 	Welcome and Keynote Address
9:30 AM - 9:50 AM	BREAK
9:50 AM - 10:50 AM	SESSION 1
1a	ALL — Compliance and Modern Technology <ul style="list-style-type: none"> • How modern technology has impacted compliance • Performing a cost/benefit analysis and due diligence • Implementation and monitoring of automated processes • Technological considerations for mobile devices • Examples of specific applications and the advantages realized
FUNDAMENTAL	ALL Lab — Enterprise Risk Management
1b	<ul style="list-style-type: none"> • Identify a practical approach to quantified risk management process • Assess existing controls and addressing red flags • Monitoring the risk management process • Mitigating when complications arise • Closing the gaps on risk management
1c 	BD — Regulatory Review Panel <ul style="list-style-type: none"> • Current and future regulatory examination and rulemaking, including recent enforcement actions • Examinations and lessons learned in 2015 • SEC/FINRA exam priorities and what to expect for 2016 • Data analysis and branch office focus approaches • Guidance and best practices to improve compliance
1d	IA/IC/PF — Overview of the 2016 SEC and Other Regulatory Releases <ul style="list-style-type: none"> • An overview of the recent releases and no-action letters • Share how other firms are implementing notices and guidance to stay current • Procedural pointers and tips to keep compliant • Update on current and pending rules


TIME/SESSION	SESSION NAME
FUNDAMENTAL	IC — Investment Company Compliance 101
1e	<ul style="list-style-type: none"> • 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 and SAI requirements • Overview of key IC rules – trading, custody, proxy voting and code of ethics
FUNDAMENTAL	PF — Guidance on Regulatory Filings
1f	<ul style="list-style-type: none"> • Form PF • Reg. D • CFTC • Large trader • Practical approaches to perform filings in an accurate and timely manner
10:50 AM - 11:10 AM	BREAK
11:10 AM - 12:25 PM	SESSION 2
FUNDAMENTAL	ALL Lab — Writing Policies and Procedures
2a	<ul style="list-style-type: none"> • Compliance industry – similarities are greater than differences • Creating a dynamic workable compliance program tailored to firm's compliance/enterprise risk assessments • Proactive approach while keeping the complete program simple yet sufficient • Calendar essentials - robust monitoring, testing, and review process • Addressing unique situations
2b	BD — Insurance Distribution Broker-Dealer Issues <ul style="list-style-type: none"> • L-Shares and the current regulatory climate • Variable product developments (IOVAs, structured products, etc.) • Replacements • State regulatory developments • Conflicts of interest as manufacturer and distributor
DOL	DOL Fiduciary Rule 101 — Fundamental Overview
FUNDAMENTAL	
2c	<ul style="list-style-type: none"> • Detailed rule overview and operating in a post-DOL world • Retirement advice, retirement education and fiduciary recommendations • What does it mean to be a fiduciary and how to meet fiduciary responsibilities • Practical aspects and firm's approaches for implementation and compliance • Litigation vs. arbitration impacts
2d	IA/IC/PF — Effective Practices for Managing Conflicts of Interest <ul style="list-style-type: none"> • Identify and understand conflicts within the business model • Developing a compliance and ethics program to address the conflicts • Establish standards and procedures to prevent and detect conflicts • Establishing supervision and oversight responsibilities • Response and prevention steps to prevent a recurrence


TIME/SESSION	SESSION NAME
2e	MA — Dissecting MSRB Rule G-42 – The MA Duties Rule <ul style="list-style-type: none"> Defining and documenting fiduciary duty, duty of care and duty of loyalty Aspects of an MA contract Suitability of a recommendation Full and fair disclosure of what? Discussion of the prohibited activities list
2f	Forum — Canadian Hot Topics <ul style="list-style-type: none"> 13D/G-type filings - changes to the early warning reporting regime in Canada Regulatory pitfalls in the sale of commingled vehicles/funds in Canada and reporting of exempt sales Canada's anti-spam laws - if you've sent an email to or from Canada, you're caught Changes to anti-money laundering laws and non-compliance with regulatory filings in Canada
12:30 PM - 1:40 PM	LUNCHEON SESSION
Luncheon 	Networking Luncheon and NSCP Business Meeting
1:40 PM - 2:10 PM	DESSERT RECEPTION WITH THE EXHIBITORS
2:10 PM - 3:25 PM	SESSION 3
3a	ALL — Doing Business Globally <ul style="list-style-type: none"> Joint business and compliance assessment - planning, strategizing, education, product, technology, resource and location analysis Counterparties: best execution, global vs. local experience; credit risk, currency risk, soft dollar issues Regulatory concerns; reporting differences; governance issues; ownership; Registrations, fee and cost considerations: country, personnel, firm, and exchange, custody and other related costs vs. return benefits
3b	ALL — Cybersecurity for Small Firms <ul style="list-style-type: none"> 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 The concept of "defense in depth" with regard to encryption and authentication policies
ESSENTIAL SKILLS TRAINING	ALL Lab — Leadership Skills for Compliance Professionals
3c	<ul style="list-style-type: none"> Integrating and communicating compliance in the business Effective conflict and negotiation management How to influence and enlist support from firm leadership Gain credibility as a compliance professional and the pitfalls that cost credibility
ADVANCED	BD/IA — Challenges Faced by Dual Registrants
3d	<ul style="list-style-type: none"> Discuss dual registrant challenges and operational issues, including representatives as Investment Advisers Rule differences – licensing, advertising, principal trading and best execution Managing regulatory exams and common exam findings Jurisdiction issues between SEC, SROs and states
FUNDAMENTAL	BD/MA — Identifying and Managing Conflicts of Interest
3e	<ul style="list-style-type: none"> Regulatory expectations, guidance and trends Firms' process for identifying, escalating and resolving conflicts The next chapter: compensation/prop products inquiry, firm culture sweep, and recruitment disclosure Recent enforcement actions and lessons learned Dual registrant considerations for structure and governance



TIME/SESSION	SESSION NAME
3f 	IA/IC/PF Regulatory Review Panel <ul style="list-style-type: none"> Current and future regulatory focus Recent enforcement actions and how they're affecting compliance regulations SEC exam priorities for 2016 and what to expect Guidance and best practices to improve compliance What changes can we expect to see within the industry?
3g	Forum — Testifying in Regulatory Investigations: Survival Tips from the Trenches <ul style="list-style-type: none"> How to prepare What to expect What are they looking for when the CCO testifies? How to behave Pitfalls - preparing for what could go wrong during the proceedings
3:25 PM - 3:45 PM	BREAK
3:45 PM - 5:00 PM	SESSION 4
ADVANCED ESSENTIAL SKILLS TRAINING	ALL — Compliance Leadership: Building a Culture of Ethics
4a	<ul style="list-style-type: none"> As a leader, how am I contributing to a clear vision for my firm? As a leader, how do I bring passion to my position? As a leader, how do I instill a culture of accountability? As a leader, how do I utilize my network, both internally and externally? As a leader, how do I recognize and frame internal politics?
4b	ALL — Developing a Business Continuity and Disaster Recovery Plan <ul style="list-style-type: none"> Implications from IT malfunctions, natural disaster and cybersecurity breaches What do you do if you have no IT department? Planning for the loss of key persons Specific tests to perform Lessons learned from actual business interruptions and the tie to cybersecurity
DOL	DOL Fiduciary Rule Exemptions — Best Interest Contract (BIC) and Principal Transactions
4c	<ul style="list-style-type: none"> Deconstructing BIC and Principal Transaction Exemptions requirements Challenges and opportunities complying with exemptions Required disclosures including contract, policies and procedures, and mandatory disclosures Practical aspects and firm's approaches for implementation and compliance
ADVANCED	IA/PF Lab — Insider Trading and Market Abuse
4d	<ul style="list-style-type: none"> Types of market manipulation leading to insider trading How to mitigate risk of charges for failure to supervise Conducting due diligence of research providers Tools to detect and prevent insider trading How recent insider trading enforcement cases have changed our world
4e	PF — Distribution Issues for Private Funds <ul style="list-style-type: none"> Overview – relevant SEC and FINRA exam priorities Applicable FINRA requirements vs. SEC asset management rules and regulations Selling the Fund – registration issues, sales practice considerations and PPM filing requirements AI/FMD and other issues related to offshore marketing and offering activities



TIME/SESSION	SESSION NAME
4f	Forum — Managing the RFP Process for Vendor Solutions <ul style="list-style-type: none"> • Front to back process when entertaining a vendor solution for your firm • Management's role; firm issues; liability issues • How do different firms handle? • RFP responsibilities and process
5:00 PM - 6:00 PM	RECEPTIONS: Networking Reception and New Compliance Professionals Reception
TUESDAY, OCTOBER 18, 2016	
7:30 AM	REGISTRATION AND BREAKFAST WITH THE EXHIBITORS
8:30 AM - 9:45 AM	KEYNOTE PANEL
General Session 	After Twenty Years — The Evolution of the Securities Landscape and the Expectations for Compliance <ul style="list-style-type: none"> • The compliance officer: a higher profile and more intense expectations • The fundamental role of technology in the markets and our firms • More complex products and the rise of "best interests" concepts • The post-crisis ascendancy of the importance of risk management • Post-Madoff enforcement responses: gatekeepers, whistleblowers, self-reporting, and broken windows
9:45 AM - 10:05 AM	BREAK
10:05 AM - 11:05 AM	SESSION 5
5a	ALL — Legal vs. Compliance vs. Ethics <ul style="list-style-type: none"> • Do ethics matter? How? • Why do good people do bad things? • What is the relationship between law, compliance and ethics? • Can we effectively teach ethics? • Practical applications and best practices
ESSENTIAL SKILLS TRAINING	ALL — Implementing an Effective Compliance Program
5b	<ul style="list-style-type: none"> • Proactive and reactive risk identification, risk assessments and regulatory findings/trends • Creating compliance testing programs, findings and mitigation • Leveraging technology and using certifications • Recalibrating the compliance program for new risks and regulatory findings/trends • Training, education and communication solutions/strategies
5c	BD/MA — Overview of 2016 SEC/FINRA/MSRB Notices <ul style="list-style-type: none"> • 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 • Learn about pending rule-making • Pointers for compliance manuals and written supervisory procedures enhancements
5d 	IA/IC/PF — Enforcement Issues <ul style="list-style-type: none"> • Enforcement developments and priorities • Interplay with OCIE and examination processes • Retaining and working with outside counsel • Self-reporting and cooperation • Responding to regulatory inquiries and subpoenas

TIME/SESSION	SESSION NAME
5e	MA — Compliance Expectations for Municipal Advisors <ul style="list-style-type: none"> • Recordkeeping and review/testing of political contributions • Defining and analyzing gifts, gratuities and entertainment, including state requirements • Reevaluating where we are with policies and procedures • What lessons have we learned since the rulemaking began • The Series 50 and the MA principal exam
ADVANCED	PF — Legal Duties to Fund Clients
5f	<ul style="list-style-type: none"> • Side letters and investor demands • Cross trading and principal trading • Proxy voting • Best execution • Fees and expenses
DOL	Forum — DOL Fiduciary Rule from a BD Perspective
5g	
11:05 AM - 11:25 AM	BREAK
11:25 AM - 12:25 PM	SESSION 6
FUNDAMENTAL	ALL — Detecting, Preventing and Investigating Fraud and Misappropriation
6a	<ul style="list-style-type: none"> • Types of fraud (eg. investment, market related, corruption and financial statement) • Defining and developing an effective prevention and detection program • Practical applications and actual investigation processes • Controlling internal communications and maintaining business integrity throughout investigation • Creating a report, support documentation, next steps
6b	ALL — Global Marketing Requirements and How to Ensure Your Team Follows These Rules <ul style="list-style-type: none"> • AIFMD and other regulations: What has emerged in 2016 and what's to come in 2017 • Overcoming regulatory challenges – developed countries vs. large emerging markets – examples and issues • Management from a U.S.-based firm vs. multiple global locations – performance, disclosure, local restrictions • Training essentials – client type and directives, (mis)representation, cross-border materials and conversations
6c 	BD — Enforcement Issues <ul style="list-style-type: none"> • Recent and pending SEC and FINRA enforcement actions • Pending enforcement action cases and trends • Enforcement developments and priorities • Self reporting and cooperation • Coordination between the regulatory bodies - how does it work?
6d	IA/IC/PF — Regulatory Examinations (Large Firms) <ul style="list-style-type: none"> • Is your firm on target to be examined? • Key preparation tips • Document requests and production • To create or not to create custom reports • The exit interview and your deficiency letter response
6e	IA/PF — Regulatory Examinations (Small Firms) <ul style="list-style-type: none"> • Is your firm on target to be examined? • Key preparation tips • Document requests and production • To create or not to create custom reports • The exit interview and your deficiency letter response

TIME/SESSION	SESSION NAME
6f	IC – Investment Company Compliance: Beyond the Basics <ul style="list-style-type: none"> New SEC rules and rule proposals: enhanced reporting, liquidity risk management, derivatives, and business continuity Intermediary oversight and the SEC's distribution in guise Oversight of funds' service providers and sub-advisers Mitigating conflicts of interest: auditor independence, side-by-side management, and affiliated transactions
6g	Forum – Public Fund Compliance
12:30 PM – 1:50 PM	LUNCHEON SESSION
Luncheon 	Understanding the Impact of Diversity and Demographics on Compliance
1:50 PM – 2:10 PM	BREAK
2:10 PM – 3:25 PM	SESSION 7
7a	ALL – Privacy Laws that Govern the Financial Services Industry <ul style="list-style-type: none"> Privacy law primer - An introduction to privacy law and issues, historical roots Who is governing what? An overview of existing laws and regulations as they pertain to financial services So we have a breach - Now what? Considerations for compliance departments on identifying, handling and reporting privacy breaches. The future - What does the future of privacy look like?
FUNDAMENTAL	ALL – Managing & Preparing Your Annual Compliance Report
7b	<ul style="list-style-type: none"> Annual compliance report rule requirements background and the nuances of the rules Key elements of the report, risk assessments, gap analysis and testing Material violations and the right way to write reports Deciding what to include, and what not to include Process for a successful year and annual compliance report
7c	BD – Institutional Equity, Trading, Banking and Research <ul style="list-style-type: none"> FINRA Equity Research Rule 2241 and Debt Research Rule 2242 Current regulatory actions and guidance – new market access report cards, exempt securities mark-ups Information barriers/information leakage Private placements, public offerings and contingency offerings T+2 trade settlement initiative
DOL	DOL Fiduciary Rule Retirement Market Products and Service Providers
7d	<ul style="list-style-type: none"> Role of broker, adviser, financial adviser, platform and administrator post-DOL Fiduciary Rule Services offered by service providers: plan creation, account set-up and administration, record keeping, menu of funds/investment options, call center, client mailings Retirement products and programs offered in the retirement market Practical aspects and firm's approaches for implementation and compliance

TIME/SESSION	SESSION NAME
7e	IA/PF – Anti-Money Laundering - Whose Responsibility? <ul style="list-style-type: none"> FinCEN's proposed AML rules for IAs - compliance burdens and risks FinCEN's proposed Customer Due Diligence/Beneficial Ownership rule – what's the status? SARs filing best practices for IAs and private funds Individual liability and BSA/AML compliance Expanding AML monitoring to keep pace with regulatory expectations (trade surveillance, market manipulation, microcap fraud)
7f	Forum – BD/MA Small Firm Perspectives <ul style="list-style-type: none"> Selecting appropriate compliance standards Effectively documenting your compliance program Responsibilities of the CCO whether it's one or many Working effectively with counsel Outsourcing guidance and management
3:25 PM – 3:45 PM	BREAK
3:45 PM – 5:00 PM	SESSION 8
FUNDAMENTAL	ALL – Data Analytics for the Compliance Professional
ESSENTIAL SKILLS TRAINING	<ul style="list-style-type: none"> Garbage in, garbage out – the importance of data What do you want from reports? Creating relevant metrics, exception reports and tests Specific tests on trade blotters, client lists and aggregated holdings What to do with too much data - a discussion of automated compliance systems
8a	
8b	ALL – Canadian Regulatory Developments <ul style="list-style-type: none"> New rules and reporting obligations for the exempt market Advising on derivatives in Canada – what you need to know Whistleblower program and no contest settlements – comparing/contrasting with the US Best interest standard – new developments Update on the CCMA – Canada's quasi-national securities regulator
8c	BD – Anti-Money Laundering <ul style="list-style-type: none"> What's new? FinCEN beneficial ownership proposal – who do you check? Conducting and documenting a risk assessment Independent AML audit requirements Expanding individual liability in the BSA/AML context
ADVANCED	BD – Enhancing Your Product Compliance Knowledge
8d	<ul style="list-style-type: none"> Features, risks, benefits of mutual funds, exchange traded products, general securities, complex and alternative products Due diligence, product committees/governance structures and oversight Training, sales practices and supervision Cash/non-cash compensation and product sponsor events/seminars Regulatory expectations, examination/enforcement trends, and special state requirements
8e	IA Lab – When is an Advertisement Deemed to be Misleading? <ul style="list-style-type: none"> Promissory language Absolute statements Hypotheticals Manipulating data in graphs and charts Unclear or missing citations to sources
8f	MA – Regulatory Review Panel <ul style="list-style-type: none"> Current and future regulatory focus Recent enforcement actions and how they're affecting compliance regulations SEC/FINRA exam priorities for 2016 and what to expect for 2017 Helpful hints for firms learned from exams Guidance and best practices to improve compliance 

TIME/SESSION	SESSION NAME
DOL	Forum — DOL Fiduciary Rule from an IA, PF and Asset Manager Perspective
8g	
5:00 PM - 6:00 PM	NETWORKING RECEPTION
WEDNESDAY, OCTOBER 19, 2016	
7:30 AM	BREAKFAST WITH THE EXHIBITORS
8:30 AM - 9:30 AM	KEYNOTE PANELS
General Session - A 	ALL — Vulnerable Investors <ul style="list-style-type: none"> Regulatory and legislative developments, rule making, requirements and initiatives Financial abuse and diminished capacity red flags, escalation and secondary contacts Representatives with diminished capacity and succession plans Reporting requirements and privacy implications Training standards and approaches, including product suitability and secondary contacts
General Session - B 	National Futures Association <ul style="list-style-type: none"> Overview of the structure and operations of the NFA NFA exam process Development of NFA priorities Building a partnership with the NFA as your regulator
9:30 AM - 9:45 AM	BREAK
9:45 AM - 10:45 AM	SESSION 9
FUNDAMENTAL ESSENTIAL SKILLS TRAINING	ALL — Skills for Effective Compliance Professionals <ul style="list-style-type: none"> Compliance professional - know your value Communication with collaboration Investigate and negotiate Skills when the stakes are high and hot Knowledge and innovation
9a	
9b	BD/MA — Regulatory Examinations (Large Firms) <ul style="list-style-type: none"> Different regulators, differing exam types (FINRA, SEC, state) Identifying regulator intentions Be prepared and who needs to be in the loop? Managing burdensome requests Responding to and resolving findings
9c	BD/MA — Regulatory Examinations (Small Firms) <ul style="list-style-type: none"> SEC, FINRA and state exams — what are the differences? Preparing for the exam — who needs to be in the loop? Documentation of documentation — what have we given them? Resolving potential findings during the exam and thereafter Addressing burdensome requests — who's doing this exam, anyway?
DOL	DOL Fiduciary Rule Prohibited Transactions Exemptions and Amendments <ul style="list-style-type: none"> Review primary prohibited transaction exemptions and amendments Implications to prohibited transaction exemptions and operating in a post-DOL world Challenges and opportunities complying with exemptions and amendments Practical aspects and firm's approaches for implementation and compliance
9d	

TIME/SESSION	SESSION NAME
9e	IA/IC/PF — Due Diligence of Funds, Sub-Advisers, Counterparties and Vendors <ul style="list-style-type: none"> Why conduct due diligence? Regulatory considerations and famous failures Components of a due diligence program including documentation and escalating concerns Elements of initial due diligence (i.e. information gathering, on-site visits, SSAE-16s, etc.) The on-going process (certifications, service level agreements, risk assessments) How does the status of the entity change the due diligence program? Private fund or registered fund?
9f	Forum — BD Field Audit Program <ul style="list-style-type: none"> Regulatory cycles vs. risk-based audits FINRA's expectations regarding Rule 3110(c)(3) re. conflicts of interest Scheduling, logistics and unannounced audits Staffing an audit department for the long haul
9g	Forum — IA Small Firm Perspectives <ul style="list-style-type: none"> Selecting appropriate compliance standards Effectively documenting your compliance program Balancing the CCO role with other responsibilities Working effectively with outside counsel Doing more with less — maximizing resources and effectively outsourcing
10:45 AM - 11:00 AM	BREAK
11:00 AM - 12:00 PM	SESSION 10
10a	ALL — Cybersecurity — Practical Applications for Compliance <ul style="list-style-type: none"> Individual assessments of cybersecurity breaches How can cybersecurity breaches affect my firm? Lessons learned from cybersecurity breaches What practical guidance is available to prevent cybersecurity breaches? What programs and software are available to detect cybersecurity breaches
ADVANCED	BD — Supervision vs. Compliance <ul style="list-style-type: none"> Defining the roles of supervisors and compliance personnel Current case law — the status of CCO liability Written supervisory procedures vs. compliance manuals Tools and technology for supervision and compliance Small firm vs. large firm
10b	
ADVANCED	BD/IA — Custody Responsibilities for Non-Carrying BDs, IAs and Dual Registrants <ul style="list-style-type: none"> Surprise exams Internal controls reviews Form Custody 15c3-3 exemption report or compliance report Interactive Q&A with SEC regulators
10c 	
10d	IA/IC/PF — Reassessing Pricing and Valuation Models — Emerging Issues <ul style="list-style-type: none"> Best practices for compliance oversight on fair valuation process (including fixed income) Lessons learned from recent SEC enforcement proceedings Third party service provider oversight on pricing and fair valuation Hard to value pricing
FUNDAMENTAL	PF — Marketing a Private Fund <ul style="list-style-type: none"> SEC advertising rules Investor class compliance (qualified purchasers, accredited investors) DDQs, RFPs and institutional client marketing Broker-dealer issues when distributing funds AIFMD and other issues related to offshore marketing and offering activities
10e	
12:15 PM - 1:00 PM	BREAK (Boxed Lunches Available)
12:15 PM - 1:00 PM	
General Session 	Closing General Session