

MEMO# 34032

February 10, 2022

REMINDER: Advertising Compliance Advisory Committee Call on March 2; Registration Link and Request for Discussion Items

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TO: Advertising Compliance Advisory Committee RE: REMINDER: Advertising Compliance
Advisory Committee Call on March 2; Registration Link and Request for Discussion Items

The Advertising Compliance Advisory Committee will have its next quarterly conference call on Wednesday, March 2, from 3:00-4:30 p.m. Eastern Time. Please note that the call will start one hour later than usual. Please register for the call here: <https://cvent.me/o75XeV>.

We will be joined on the call by FINRA staff, who will discuss their recent advertising-related work and respond to member questions that we send them in advance.

In advance of the call, please submit agenda items to me (matt.thornton@ici.org). Typically these are questions on which members seek feedback from their peers at other ICI member firms (e.g., whether other members have received certain comments from FINRA). Because we will be joined by FINRA staff, this call also provides an excellent opportunity to pose questions to them as well. If you submit a discussion question, please specify whether you want it directed to FINRA staff, or want it to be a group discussion item only.

An agenda will be sent to members prior to the call. During the call, the member who suggested the agenda item will be asked to pose the question to the call participants/FINRA staff for discussion.

Please note that the value of these calls derives in large part from members identifying issues for the agenda and call participants being willing to actively discuss those issues. Accordingly, I encourage each of you to submit agenda items and actively participate in the discussion. We would appreciate it if you could provide us with any proposed agenda items by February 24 (close of business).

Thanks in advance for your participation, and we look forward to speaking with you then.

Matthew Thornton
Associate General Counsel

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