

FINRA Variable Product Advertising

Breakout Session Speaker: Gregory Riviello – FINRA

This session covers new and proposed FINRA rules and recent FINRA guidance regarding advertising regulation and their impact on variable insurance product advertising. The session will address disclosure innovations in advertising and marketing materials and how firms can use innovative design techniques in their marketing communications to help investors understand their products and services and still be in compliance. Also discussed will be current advertising regulatory concerns pertaining to variable insurance products.