



Common objections and responses

Use these copy-and-paste friendly responses to help secure internal approval for attending the IAdCA Annual Conference.

Common objection	Suggested response
We do not have budget for this right now.	Understood. The conference is a concentrated way to reduce compliance risk and avoid rework. The cost of one prevented issue (or one avoided revision cycle across multiple assets) can exceed registration. I will bring back a short summary of takeaways and recommended process updates.
Can you just watch a webinar instead?	Webinars help, but they do not replace peer discussion on how teams are interpreting gray areas. The value here is practical examples, cross-channel case studies, and real-time Q&A; with professionals doing the work.
We cannot spare you for multiple days.	I can plan coverage in advance and prioritize the sessions most relevant to our work. The time investment is offset by faster decisions, fewer escalations, and better alignment on how we approach review requirements.
Is this conference actually relevant to our line of business?	Yes. Topics cover multiple insurance product lines and marketing channels, with a focus on advertising compliance, regulatory expectations, and oversight practices that apply broadly.
What is the concrete benefit to the company?	Lower risk, fewer revisions, and better consistency. I will capture action items we can implement (guidance notes, checklists, examples, and process improvements) and share them with the team.
We already have policies for this.	Policies are important, but interpretations shift and edge cases come up constantly. This is a chance to validate our approach against peers and bring back updated examples that strengthen our policies.



Common objection	Suggested response
I am worried this will be too salesy or vendor-focused.	The program is education-first. Vendor conversations are optional and can be useful for benchmarking tools that support oversight, but the core value is sessions, workshops, and peer discussion.
How will we know it was worth it?	I will deliver a short post-conference recap: key takeaways, recommended changes, and 2-3 quick wins we can implement within 30 days.

Tip: If you want, replace any first-person wording with your team name (for example, “our compliance team”) to match your internal style.