

### Sample Template: Group Live Promotional Material for an External Audience

All sponsors must submit a copy of their promotional materials. Some examples include:

- Invitation
- Brochure
- Catalog of course
- Web site screen shots
- Postcards
- Email
- Announcement letters

When submitting the promotional materials with your application, label all required elements as shown in the following sample template:

1. Learning objectives
2. Instructional delivery methods
3. Recommend CPE credit and recommended field of study
4. Prerequisites
5. Program level
6. Advance preparation
7. Program description
8. Course registration and, where applicable, attendance requirements
9. Refund policy for courses sold for a fee or cancellation policy
10. Complaint resolution policy
11. Official NASBA sponsor statement (explaining final authority of acceptance of CPE credits)

Learning objectives can be addressed in a variety of ways from a descriptive paragraph to a bulleted list.

Instructional delivery method should be specifically identified as the NASBA-approved delivery methods: Group Live, Group Internet Based, QAS Self Study, Nano Learning and Blended Learning.

Prerequisites must be specific. If there are no prerequisites, state “none” on the promotional materials. Programs classified as intermediate, advanced and update inherently build upon a prerequisite experience or education.

Advance preparation should be specifically stated. If there is none, state “none” on the promotional materials.

If the program is free of charge, then stating “No fee” would address the refund policy requirement; however, a cancellation policy is still required.

For sponsors who do not wish to include specific policies on promotional materials, a suggested solution is to use:

“For more information regarding refund, complaint and program cancellation policies, please contact our offices at xxx.xxx.xxxx.”

The term “complaint” can be replaced with “concerns.”



## Promotional Materials (External)

### *Cybercrime and Malware-Advanced Persistent Threats (APTs)*    *October 21, 2015*

Advanced persistent threats (APTs) are designed to establish and maintain long-term access to IT infrastructure for purposes of: exfiltration of confidential and/or proprietary information, undermining or impeding critical aspects of the organization, or positioning threat actors to carry out these objectives in the future. As APT targeting of the financial industry continues, institutions and their service providers are increasingly adapting their information security programs to combat the threat. Join Sandra Dee and Paul Newman from the Federal Reserve Bank of Illinois as they discuss APT characteristics, risks, tools and techniques, emerging control practices, and the implications for financial institutions.

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Participants will:

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- Recognize the characteristics of APTs.
- Identify threats APTs pose to the banking industry.
- Identify tools and techniques used by APTs.

To register for this session, go to [www.bestofthebest.org](http://www.bestofthebest.org) enter Course ID: 7652567  
In order to be awarded the full credit hours, you must be present, registering your attendance and departure on the attendance sheets at the registration desk.

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Participants will earn 5.0 CPE credits

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**Field of Study:** Specialized Knowledge

#### **Additional Information**

**Prerequisites:** Basic knowledge of internet security issues within the financial industry.

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**Who Should Attend:** This session is mandatory for Federal Reserve Banking Supervision and Regulation, Consumer Affairs Staff, and State Examination Staff. Others are welcome.

**Advanced Preparation:** None

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**Program Level:** Intermediate

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**Delivery Method:** Group Live

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**Refunds and Cancellations:** Requests for refunds must be received in writing by October 14, 2015 and will be subject to a cancellation fee. No refunds will be granted after October 14, 2015.

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For more information regarding refund, complaint, and/or program cancellation policies please contact our offices at 615-867-5309.

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Best of the Best is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org).

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