



The EUROPEAN SUPERVISOR EDUCATION INITIATIVE (ESE)

presents the online seminar on

“Morning seminar on Marketing Communication of Banks in Investment Services (Supervisory Monitoring of the Czech National Bank)”

via WebEx on 30 March 2022

OBJECTIVES

The objective of the web-seminar is to provide the participants with the current methodological and supervisory approach of the CNB concerning the new regulatory requirements on the product oversight and governance (POG) in financial institutions and related areas. The web seminar should help to better understand the supervisory expectations as well as the importance of the POG rules from the conduct risk point of view and its impacts on other supervisory topics.

TARGET GROUP

The seminar is primarily dedicated to the supervisory experts dealing with clients' and product related issues (MiFID/IDD/POG). Taking into account the possible increasing impact of both areas on the financial institutions' risk profile, this training might be also of interest for supervisory experts from the prudential supervision perspective.

FORMAT

Presentations and discussions

TRAINERS

Supervisory experts from Czech National Bank.



EUROPEAN SUPERVISOR EDUCATION INITIATIVE

ESE Web Seminar

“Morning seminar on Marketing Communication of Banks in Investment Services (Supervisory Monitoring of the Czech National Bank)”

PROGRAMME

Wednesday, 30 March 2022

- 9:00- 9:05 **Welcome and Introduction**
*Ondrej Libosvar, Director and COB Supervision Division,
Czech National Bank and member of ESE Program Council*
- 09:05- 9:15 **“Legal framework- promotion rules in investment services”**
- 9:15 -10:00 **“Summary of deficiencies in promotion rules (websites and Social Networks monitoring)”**
- 10:00 -10:30 **“Summary of deficiencies in marketing communication (offerings in regime of product governance)”**
- 10:30 -10:45 **Discussion with participants**
- 10:45- 10:50 **Wrap up and conclusions**

Lecturers:

*Kamila Herinkova and Vladimir Petrik- supervisory experts in investment services, Czech National Bank
and
Lukas Horacek, Head of Unit- COB Inspection in Credit Institutions,
Czech National Bank*



EUROPEAN SUPERVISOR EDUCATION INITIATIVE

ORGANISATIONAL INFORMATION

REGISTRATION

Please register via the ESE website: <https://www.ese-initiative.org/ese-en/trainings/online-registration>

Registration Deadline: Wednesday, 23 March 2022

Confirmations and the link for participation will be sent after the registration deadline. Enrollment is free of charge. The web seminar will be delivered via WebEx.

WEB SEMINAR ORGANISATION & HOSTING

Czech National Bank

Mr Jan Málek, Professional and Social Events, Administration Department

Phone: +420 224 441 459, GSM: +420 736 524 419

Email: jan.malek@cnb.cz or conference@cnb.cz

IN CASE OF QUESTIONS REGARDING YOUR REGISTRATION YOU MAY ALSO CONTACT

ESE Secretariat at Deutsche Bundesbank, Head Office Frankfurt a.M.

email: ese-initiative@bundesbank.de or phone: +49 (0) 69-9566-7809

About ESE

The European Supervisor Education Initiative (ESE) is an alliance of central banks and supervisory authorities in Europe with the objective to qualify financial supervisors in Europe. Its members are Bank of Slovenia, Banque centrale du Luxembourg, Czech National Bank, De Nederlandsche Bank, Deutsche Bundesbank, German Federal Financial Supervisory Authority and Oesterreichische Nationalbank.

ESE is committed to high level training based on uniform standards to enhance financial supervisors' knowledge and skills and to promote a common European supervisory culture and practice. The initiative offers a modular training programme for banking, insurance and securities and markets supervisors, financial stability analysts and economists from central banks and supervisory authorities in Europe.

ESE is always open to new members or cooperations. Any contribution by European central banks, supervisory authorities or other institutions in the field of financial supervision sharing the idea that training is crucial to the success of financial supervision is highly appreciated.