

Agenda and Learning Objectives

A Virtual Conference

This agenda is in Central Daylight Time

8:25 AM CDT

Opening Remarks

8:30 – 9:30 AM CDT

Building an Effective Policy Management and Governance Program with Intention

Jami Bailey
Lead Compliance Analyst – Policy Governance, Chief Compliance Office, AT&T

- Scoping the policy opportunity, understanding the state of your policies.
- Gathering stakeholders and building the case for change.
- Evolving beyond policy as just a document, making policy matter.

9:30 – 9:45 AM CDT

Break

9:45 – 10:45 AM CDT

Using Modern Marketing Tactics to Super-Charge Your Compliance Program

Sarah Hadden
Publisher
Corporate Compliance Insights

Mary Shirley
Head of Culture of Integrity and Compliance Education
Fresenius Medical Care North America

- Compliance and marketing departments aren't always allies -- but they should be. Discover how one compliance team overcame the challenge by creating its own "micro marketing department" within the compliance function.
- Identify (and develop) the skills you'll need to create your own marketing team and learn how to "think like a marketer" by applying classic marketing campaign tactics to your compliance program.
- Unpack the modern marketer's toolbox to see how automation and analytics can transform your program with easy solutions to streamline communication, measure results and increase engagement.

10:45 – 11:00 AM CDT

Break

11:00 AM – 12:00 PM CDT

Attainable Analytics for Legal Compliance

Jay Johnson
Partner
Jones Day

Valentina Videva Dufresne
Senior Director of Business Operations
Sensata Technologies

Trevor Barcelo
Head of Engineering
Titan Advanced Energy Solutions

- The panel will educate (and attempt to entertain!) around the use of attainable data analytics techniques within corporate compliance programs.
- The presentation will provide a lighthearted "back-to-school" review of simple statistical concepts, and will move from there to elementary predictive analytics tools like trend lines and linear regression, demonstrating the power of each in real time.
- The panel will conclude by applying these techniques to dummy data in a hypothetical use case within a corporate compliance program to showcase how even simple techniques can have a large impact.

12:00 – 1:00 PM CDT

Lunch Break

1:00 – 2:00 PM CDT

Driving an Effective Compliance Program During a Global Pandemic

Mary-Ann Anyikam
Manager, Compliance & Risk Management
HP Inc.

- Hold on! You missed a site visit.
- Chicken or the Egg – What is limiting my compliance audits?
- Consequences of Non-Compliance – But, wait! There is a pandemic!

2:00 – 2:15 PM CDT

Break

2:15 – 3:15 PM CDT

The New California Privacy Rights Act (CPRA): Major Impacts for Businesses

Daniel J. Felz
Senior Associate, Alston & Bird

- What we have learned since California's Consumer Privacy Act (CCPA) went live on Jan. 1, 2020.
- The key ways CPRA will update the CCPA and impact businesses.
- Ways businesses have complied with CCPA and how businesses may approach CPRA.

3:15 – 3:30 PM CDT

Break

3:30 – 4:30 PM CDT

The Pandemic Pivot (It's Faster than the Texas Two-Step)

Terry H. Stringer
Head of the Ethics Office
Employment Ethics & Compliance, HP Inc.

Betty Ungerman
VP, Deputy GC and Ethics & Compliance Officer, Lennox International Inc.

Mary-Ann Anyikam
Manager, Compliance & Risk Management
HP Inc.

Joya Williams
Compliance Specialist,
Chevron Phillips Chemical

- Issue Reporting – Are we seeing spikes/dips in Helpline reports? Open Door?
- Investigations – How are geo-dispersed/global companies addressing investigations? (particularly if companies have travel bans in place)
- How have conversations around diversity/racial equality changed? What actions are companies taking?

SPONSORED BY:



REGISTRATION FEE

<input type="checkbox"/>	SCCE Member	\$155
<input type="checkbox"/>	Non-Member	\$195
<input type="checkbox"/>	Registration & SCCE membership*	\$375

*Save by joining SCCE today (first-time members only) Dues regularly \$325

TOTAL \$ _____

Contact Information

Mr Mrs Ms Dr

Member/Account ID (if known)

First Name _____ MI _____ Last Name _____

Credentials (CHC, CCEP, etc.)

Job Title

Organization (Name of Employer)

Street Address

City/Town _____ State/Province _____

Zip/Postal Code _____ Country _____

Work Phone

Email (required)

Payment

Online registration at corporatecompliance.org/regionals

Mail this form to SCCE, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435-2358, USA

Fax this form to +1 952.988.0146

Email this form to helpteam@corporatecompliance.org — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call SCCE at +1 952.933.4977 or 888.277.4977 with payment information.

- Invoice me
- Check enclosed (payable to SCCE)
- Wire transfer requested
- Credit card: I authorize SCCE to charge my:
- Visa MasterCard Discover American Express

Credit Card Account Number

Credit Card Expiration Date

Cardholder Name

Cardholder Signature

Virtual Conference

Due to the Coronavirus outbreak, SCCE has converted the Dallas Regional Compliance and Ethics Conference to a virtual conference.

How does a virtual event work?

On October 23 login using the link and access provided during the scheduled session times to watch and listen to the speakers and ask questions live.

Continuing Education

Credits are assessed based on actual attendance and credit type requested. Should the overall number of education hours decrease or increase, the maximum number of CEUs available will be changed accordingly. Only registered attendees are eligible to request CEUs for participation. Attendees must participate in the virtual conference using the online virtual conference format (not just using the dial in) for attendance monitoring purposes.

COMPLIANCE CERTIFICATION BOARD (CCB)®: CCB has approved a maximum of 7.2 CEUs for these certifications: Certified in Healthcare Compliance (CHC)®, Certified in Healthcare Compliance—Fellow (CHC-F)®, Certified in Healthcare Privacy Compliance (CHPC)®, Certified in Healthcare Research Compliance (CHRC)®, Certified Compliance & Ethics Professional (CCEP)®, Certified Compliance & Ethics Professional—Fellow (CCEP-F)®, Certified Compliance & Ethics Professional—International (CCEP-I)®.

SCCE is in the process of applying for additional external continuing education units (CEUs). Approval quantities and types vary by state or certifying body. For entities that have granted prior approval for this event, credits will be awarded in accordance with their requirements. CEU totals are subject to change.

Upon request, if there is sufficient time and we are able to meet their requirements, SCCE may submit this course to additional states or entities for consideration. Only requests from registered attendees will be considered. If you would like to make a request, please contact us at +1 952.933.4977 or 888.277.4977 or email ccb@compliancecertification.org. To see the most up-to-date CEU information go to SCCE's website, corporatecompliance.org/all-conferences. Select your conference, and then select the "Continuing Education" option on the left hand menu.

ACKNOWLEDGMENTS: By submitting this registration, you agree to the full Terms and Conditions, including the use of your information, viewable at corporatecompliance.org/regionals.

Your information (postal address) may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for marketing and/or networking purposes. To see the full use of your information or if you wish to opt-out, visit corporatecompliance.org/privacy.

Virtual sessions will be recorded. By participating in an SCCE conference, you grant SCCE, or anyone authorized by SCCE, the right to use or publish in print or electronic medium any photograph or video containing your image or likeness for educational, news, or promotional purposes without compensation.

This virtual conference is only for the registered attendee and does not allow for more than one person on each dial in. If a second person would like to join they must fill a second registration form out. Only registered attendees are eligible to request CEUs for participation.

Group discounts are not applicable to virtual events.