

## **Eurofinas Workshop on Advertising and Marketing Consumer Credit Products**

**Brussels, 8 June 2009**

**The new European regulatory framework on advertising and marketing of consumer credit products will affect all consumer credit providers across Europe.**

**Eurofinas is holding a Workshop in Brussels on Monday 8 June 2009 to discuss the implications of these changes, share experiences and benchmark existing practices in order to better respond to consumer credit products advertising and marketing challenges going forward.**

Along with the European Unfair Commercial Practices Directive, the new European Consumer Credit Directive will bring substantial changes to lenders' practices when it comes to the marketing and the advertising of consumer credit products. Additionally, we do observe a general move towards more stringent national regulations for the advertising of finance products offered to consumers. In this context, the transposition of the Consumer Credit Directive may well be an opportunity for national regulators to go even beyond its requirements.

- **But what will the concrete impact on the development and marketing of consumer credit products be?**
- **What lessons can we learn from markets that are already heavily regulated or from other sectors?**

To find out more and contribute to the debate, join us in Brussels where you will hear from, and discuss with, specialised lawyers, pan-European consumer credit providers and advertising experts.

### **Confirmed speakers:**

- Christian Buono, Nordea Finance
- Enza Gioia, Agos
- Oliver Gray, European Advertising Standards Alliance
- Richard Humphreys, Blake Laphorn (law firm)
- Dominic Lyle, European Association of Communication Agencies
- Jules Stuycke, Liedekerke Wolters Waelbroeck Kirkpatrick (law firm)
- Catherine Van Reeth, AB InBev

## Who should attend?

- Practitioners active in the following departments/functions:
  - Products and sales development
  - Legal and compliance
  - Advertising and marketing
  - Public affairs
- National associations of consumer credit providers

## Reasons to attend

- Understand the impact of the new European requirement on current business practices
- Learn from highly informative presentations from key players
- Share practical solutions and experiences on how to comply with stringent advertising rules
- Benchmark existing practices

## Practical Information

### Date

Monday 8 June 2009, from 1 p.m. to 6 p.m.

### Venue

#### The Europa Crown Plaza Hotel

Rue de la Loi 107, Brussels 1040

[www.europahotelbrussels.com](http://www.europahotelbrussels.com)

Nearest underground station : Schuman

### Registration

Attending the Workshop is free of charge but prior registration is required.

To register, please complete and return the attached registration form by fax on + 32 2 778 05 78 or by email at [meetings@eurofinas.org](mailto:meetings@eurofinas.org)

### Joining instructions

On receipt of your registration form, we will send you a confirmation letter including practical information.

Due to limited capacity, participants are encouraged to register as soon as possible.

## Language

The Workshop will be held in English.

## Lunch

Registration does not include lunch. Participants are therefore encouraged to have lunch before the Workshop. It is possible to have lunch at the Europa Crown Plaza restaurant (information and reservation: + 32 2 230 13 33 – [info@europahotelbrussels.com](mailto:info@europahotelbrussels.com))

## Accommodation

Participants can book their accommodation at preferential rates (subject to availability) at the Europa Crown Plaza Hotel where the Workshop will take place. Alternatively, participants can book their accommodation at the Silken Hotel located 5 minutes walk from where the Workshop will take place. Bookings should be made via the specific accommodation forms provided by the Hotels.

Note: Deadlines for reservations at the preferential rates are 24 May 2009 (Europa Crown Plaza) and 22 May 2009 (Silken).

If you need assistance, please contact Ingrid Vermeersch on +32 (0) 2 778 05 60.

## Enquiries

For further information on your registration, please contact:

**Ingrid Vermeersch**

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+32 (0) 2 778 05 60

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For further information on the programme, please contact:

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## Data Protection

*The information which you are requested to provide is necessary to enable us to process your registration and is intended for Eurofinas services. You may access this information and request that it be rectified if necessary. We would also like to use this data to keep you informed of other events organized by Eurofinas. If you do not want us to do so, please write to us at Eurofinas, 267 Avenue de Tervuren, 1150 Brussels, Belgium.*

## Registration Form

**[Contact details] Please write in capital letters**

Lastname Firstname  
Company  
Position  
Country  
Tel. Work Fax  
E-mail

**Please use additional copies of this form to book more than one delegate**

2 easy ways to register:

By fax: + 32 2 778 05 78

By e-mail: [meetings@eurofinas.org](mailto:meetings@eurofinas.org)

Attendance to Eurofinas Workshop on advertising and marketing of consumer credit products is free of charge. **Due to limited capacity, participants are encouraged to register as soon as possible.**

### Lunch

As no lunch will be served, participants are strongly encouraged to have lunch before the Workshop starts.

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