



FINANCIAL POISE WEBINAR ONE SHEET SECURITIES LAW MADE SIMPLE (NOT REALLY) 2019 EDITION

ABOUT THIS SERIES

The federal securities laws, made up of a interwoven collection of Congressional statutes, rules and regulations promulgated by the Securities and Exchange Commission and federal judicial precedent, play a ubiquitous role throughout a company's life-cycle, relevant from the first issuance of founder shares at organization, to the use of equity compensation to reward and incentivize directors, employees and consultants, to offerings of equity and debt in corporate finance transactions, to initial, secondary and alternative public offerings, in mergers and acquisitions, strategic transactions and beyond.

This webinar series of leading securities law experts discusses both the fundamentals of the federal securities laws and the latest developments in this ever-evolving area of law.

As with every Financial Poise Webinar, each episode is delivered in Plain English and brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

Securities Law: An Overview

February 20, 2019 at 3:00 p.m. CST

Stocks and bonds are easily recognizable as securities, but did you know that promissory notes may also be securities? So can certain joint venture interests and many other types of investment contracts. Then there are cryptocurrency altcoins, which are sometimes securities and sometimes not.

How do you identify a security? What are some of the requirements related to offering and selling securities? How do they differ between private and public companies? What happens if you fail to comply with securities laws? How has legislation like the JOBS Act, the FAST Act changed the way in which companies offer and sell their securities?



In this webinar our expert panel provides you with a high-level overview of the federal securities laws as well as tangible examples and practical advice in answer to these and many more questions.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Private Offering Exemptions and Private Placements

March 27, 2019 at 3:00 p.m. CST

The private capital markets have become an increasingly important source of funding for both private and public companies alike. Today total capital raised through private placements surpasses total capital raised in public offerings. What's more, in recent years legislation like the JOBS Act has made a number of significant changes to laws and regulations governing private capital markets. Consequently, an understanding the myriad private offering exemptions and how to properly conduct a private placement is crucial for not only for lawyers, but also for executives, managers, directors and anyone involved in corporate finance transactions.

In this webinar our expert panel provides you with a high-level overview of private offering exemptions, including the latest developments in this ever-changing area of the securities laws, as well as tangible examples and practical advice on how to conduct a successful private placement.

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About Episode #3

Public Company Reporting

April 24, 2019 at 3:00 p.m. CST

Once public, a company is subject to a continuously evolving landscape of disclosure and reporting requirements. Recent disclosure developments have addressed everything from executive compensation to cybersecurity. In addition, the prevalence of social media has made it such that a company must now consider not only the nuances of what to disclose but also how to deliver that



disclosure. Is your company tweeting its earnings reports; are you using your corporate Facebook page to make Regulation FD disclosures?

In this webinar our expert panel provides you with a high-level overview of key public company reporting and disclosure requirements, including the latest developments brought about by the Dodd-Frank Act, JOBS Act, FAST Act and, most recently, the SEC's Disclosure Effectiveness Initiative, as well as provide you with tangible examples and practical advice on how to comply with the ever-changing means of delivering that disclosure.

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