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**Global Investment Marketing Association
Launches New Educational Program, 3PM @ 3pm**

Regulatory Update Call to Kick-Off Series on October 14

PRINCETON JUNCTION, N.J. – October 7, 2014 – The [Third Party Marketers Association \(3PM\)](#), a global association of independent, outsourced sales and marketing firms that support the investment management industry worldwide, announced today its new educational program, 3PM @ 3pm.

The new program is structured in a series format corresponding to various components of outsourced sales and marketing topics that include regulatory issues, marketing and technology. The series will kick-off with a Regulatory Update Call on October 14 at 3:00 pm EST. The call will feature speakers Donna DiMaria, CEO/principal, Tessera Capital Partners, LLC; Frank Minard, managing partner, XT Capital Partners, LLC and Steve Jafarzadeh, CAIA, managing director, CCO and partner, Stonehaven. The group will provide an overview of current issues in the regulatory landscape including registration with the SEC and MSRB, potential registration requirements for MA-I, the status of the LCFB proposal, non-US business activities as part of the AIFMD update, the FINRA supervision rule, PCAOB and its impact on audits, and cyber security. Participants will also have the opportunity to ask questions and provide feedback on the issues discussed.

“This program speaks to 3PM’s mission of continuing to provide our members with valuable and timely educational content,” said Stacy Havener, president of 3PM. “Participants will leave the call with best practices and actionable ideas from leading practitioners as well as an understanding of how the association is engaging and advocating on behalf of our constituents and the industry at large.”

The call is open to member third-party marketers and placement agents. Non-members can register for \$50, which can be applied to their 2015 membership if they choose to join the association within three months of attending the call.

Additionally, 3PM will be introducing future events as part of this program later in the fall and into 2015. To register for 3PM's Regulatory Update Call, [click here](#). For more information on 3PM or to join the association, visit www.3pm.org.

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About Third Party Marketers Association, Inc. (3PM)

3PM is a global association of independent, outsourced sales and marketing firms that support the investment management industry worldwide. 3PM members are registered and licensed organizations that include experienced sales and marketing professionals who come together to establish and encourage best practices, share knowledge and resources, enhance professional standards, build industry awareness and support the growth and development of professional outsourced investment management marketing. Members of 3PM benefit from regulatory advocacy, best practices and compliance, industry recognition and awareness, manager introductions, educational programs, online presence, conferences and networking and service provider discounts. More information is available at www.3pm.org.

Disclaimer

The Third Party Marketing Association is a not for profit, volunteer association comprised of a wide variety of member firms servicing the financial services industry. The association seeks to engage Third Party Marketing firms and related constituents in best practices, industry awareness, networking and general education. The messages delivered via Third Party Marketing sponsored events, including webinars, conference calls, conferences and any other forum in which the Third Party Marketing Association engages, are for informational purposes only and should not be considered advice or recommendations of any sort. In all cases, the Third Party Marketing Association recommends that its members, and industry colleagues, refer specific questions and business decisions to the appropriate professional resources. No formal reliance should be made on information provided through Association events. No comment, commentary, written or verbal, provided by any individual during or related to a Third Party Marketing event, shall be construed as representative of the views of the Third Party Marketing Association collectively.