

**Defining the Scope of a Consumer Education and Protection Program
for the Post-Dodd Frank World**

**April 28, 2011
Agenda**

9:30 a.m. to 9:40 a.m.	Opening Remarks: Commissioner Scott D. O’Malia
9:40 a.m. – 10:20 a.m.	<p>Panel I: Identifying gaps in consumer education and outreach to be filled by the CFTC. A panel of representatives from money managers, exchanges/industry self-regulatory organizations, federal financial regulators, and consumer advocacy groups will comment on the following issues:</p> <ul style="list-style-type: none"> • What are the informational and educational needs of the general public with regard to the CFTC regulated markets and products available, and how best can we identify and respond to them? • How does fraud prevention as it relates to the futures, options, and other derivatives markets differ from that in other financial markets and does this difference require a unique response? • How do we coordinate with existing CFTC Divisions and Offices and with federal financial regulators, self regulatory organizations, industry, and consumer advocacy groups to maximize our effectiveness while diminishing overlap?
10:20 a.m. to 11:05 a.m.	<p>Panel II: The benefits of having a consumer education and outreach program. A panel of representatives from federal financial regulators and consumer advocacy groups will comment on the following issues:</p> <ul style="list-style-type: none"> • How does a strong consumer education and outreach program benefit the general public? What are the benefits to the agency? What are the benefits to the markets? • What can we glean from public inquiries, tips, and complaints, as well as from outreach activities, and how can we utilize that information in support of Commission activities and further educational and outreach programming? • How can we measure the success of our programs?
11:05 a.m. to 11:20 a.m.	Break
11:20 a.m. to 11:55 a.m.	<p>Panel III: Communication, messaging, and outreach. A panel of representatives from federal financial regulators, industry self-regulatory organizations, financial services firms and consumer advocacy groups will comment on the following issues:</p> <ul style="list-style-type: none"> • What are the best and most effective ways to reach consumers? • How can the CFTC overcome challenges to reaching a larger

	audience presented by a lack of publicity? <ul style="list-style-type: none">• How can we leverage information technology and social media to effectively reach target audiences?
11:55 a.m. to 12:00 p.m.	Concluding Remarks of Commissioner Scott D. O'Malia