

CAMLI Workshop

De-Marketing Customers: Reasons, Risks and Responses



August 16, 2023

De-Marketing Customers: Reasons, Risks and Responses

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1:00 - 2:30 PM, EST

De-Marketing clients can be one of the most difficult business decisions, with a myriad of moving pieces to consider. Pressures from different departments with different priorities come into play as do concerns with the outcomes and pushback that could result from this process. Reputational and possible legal risks are a worry for the organization, which in turn can impact directly on the decision that is made.

CAMLI's third online seminar of 2023 will explore what to do when a customer is deemed to be too high a risk and the decision is made to end the business relationship. AML consultant, Shellyna Lipic, will discuss the details and process for ending a relationship, sharing experiences from working in the financial services industry as a CAMLO, and explaining the process and steps taken to exit relationships when the risk becomes too costly.

Topics will include the following:

- Why do we de-market?
- When should we de-market?
- How to demarket
- What risks can arise?



Presenter:



Shellyna Lipic

Shellyna built her career in financial services, holding titles in leadership, compliance and training. Lending her experience to us from her most recent role as a CAMLO, Shellyna offers her professional experience, and expertise to help other reporting sectors navigate the world of compliance and its complexity.

This workshop is being offered under the auspices of the Canadian Anti-Money Laundering Institute and delegates will receive a Certificate of Participation from CAMLI. This workshop will carry 1.5 CAMLI Continuing Education Credits.



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<https://www.linkedin.com/company/about-business-crime-solutions-inc-?trk=biz-companies-cym>

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Registration Form:

CAMLI Workshop - De-Marketing Customers: Reasons, Risks and Responses

**August 16th, 2023
1:00 - 2:30 pm EST**

**Early Bird
savings available
until July 21st**

*amount showing is the total including taxes	GST (BC, AB, SK, MB, QC, NU, NWT, YK) Early Bird	13% HST (ON) Early Bird	15% HST (NB, NS, PEI, NL) Early Bird	GST (BC, AB, SK, MB, QC, NU, NWT, YK)	13% HST (ON)	15% HST (NB, NS, PEI, NL)
Non-Member Pricing	\$183.75	\$197.75	\$201.25	\$210.00	\$226.00	\$230.00
CAMLI Member Pricing	\$157.50	\$169.50	\$172.50	\$183.75	\$197.75	\$201.25
Multi Registrant Pricing (3+) at the same time	\$157.50	\$169.50	\$172.50	\$183.75	\$197.75	\$201.25

Name of Company			
Delegate Name			
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How to Register: [ONLINE](#)

BY Mail:

Canadian Anti-Money Laundering Institute
PO Box 427
Merrickville, Ontario, K0G 1N0

BY:

Telephone: 613 283-9659
Fax: 613 526-9384
Email: contactus@camli.org



Payment Methods By:

- Cheque Enclosed e-Mail Transfer (info@moneylaundering.ca)
 Credit Card

Amount Paid (including taxes): _____ CAMLI Membership Number (if applicable): _____

1. Card Type: MasterCard VISA American Express Discover [Please Print]

2. Name on Card: _____

3. Number on Card: _____

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Signature: _____

General Information:

1. To enable full participation, please ensure you have a high-speed internet connection and working speakers. All sales are final.