

GENERAL SESSION: What do Starbucks Coffee, Jimmy Buffet, and a Can of Cheez Whiz Have in Common? A Unique Look at How to Explain Ethics and Compliance and Successfully Embed It Within the Operations

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- Learn how to introduce or refresh a compliance and ethics program into your organization, especially where buy-in seems lacking
- Develop methods to market your program to internal stakeholders using real-life examples
- Take away practical tips for establishing and defining the program and embedding it within your organization using the operational leaders as your Compliance Ambassadors

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