



SM086: Compliance and Validation MMS with Market Rules

Training Description:

This intensive training course dives into the world of Market Messaging Service (MMS) compliance and validation within the framework of market rules. Participants will gain a comprehensive understanding of MMS regulations, best practices for message validation, and the technical aspects of ensuring message compliance. Through interactive lectures, hands-on exercises, and real-world case studies, attendees will develop the skills necessary to effectively manage MMS traffic and mitigate regulatory risks.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the key market rules and regulations governing MMS messaging
- ✓ Identify the different types of MMS messages and their associated compliance requirements
- ✓ Analyze the technical aspects of MMS message validation, including content filtering and spam prevention
- ✓ Develop and implement effective MMS validation strategies to ensure message compliance
- ✓ Troubleshoot and resolve common MMS compliance issues
- ✓ Gain practical knowledge through case studies and hands-on exercises

Training Designed for:

This course is intended for:

- Market Operations Personnel: Individuals responsible for managing and monitoring MMS traffic within their organization.
- Compliance Professionals: Those tasked with ensuring adherence to market rules and regulations related to MMS messaging.
- Technical Specialists: Professionals involved in the development and implementation of MMS solutions, including developers, network engineers, and IT support staff.
- Risk Management Personnel: Individuals responsible for identifying and mitigating compliance risks associated with MMS messaging.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ Introduction to MMS and Market Rules
 - Overview of MMS technology and its applications
 - Introduction to market rules and regulations governing MMS messaging
 - Understanding the role of MMS in various market activities
 - Identifying key stakeholders involved in MMS compliance

DAY TWO:

❖ Deep Dive into MMS Compliance Requirements

- Exploring different types of MMS messages (text, image, video, etc.) and their specific compliance considerations
- Analyzing content filtering techniques for preventing spam and other prohibited content
- Examining shortcode and long code regulations and best practices
- Understanding consumer consent requirements for MMS marketing campaigns

DAY THREE:

❖ MMS Validation Techniques and Technologies

- Introduction to MMS validation tools and platforms
- Exploring the technical aspects of message validation, including header checks, content filtering, and address verification
- Hands-on session: Utilizing validation tools to identify and address compliance issues
- Integrating validation processes with existing MMS infrastructure

DAY FOUR:

❖ Implementing an Effective MMS Compliance Strategy

- Developing a comprehensive compliance framework for MMS messaging
- Establishing clear policies and procedures for MMS usage within your organization
- Monitoring and auditing MMS traffic to ensure ongoing compliance
- Best practices for recordkeeping and reporting MMS activity

DAY FIVE:

❖ Advanced Topics and Case Studies

- Exploring emerging trends and challenges in MMS compliance
- Analyzing real-world case studies of MMS compliance breaches and their consequences
- Q&A session: Addressing participant questions and concerns

❖ Course wrap-up: Key takeaways and next steps for effective MMS compliance management

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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