

NEWSLETTER

# Global Investment Performance Standards

February 2026

## SEC Marketing Rule: Latest Developments and Practical Solutions

The third SEC Marketing Rule webinar in our series with Dechert LLP will take place on Tuesday, 24 February 2026 at 2:00 p.m. US ET.

Five years after the adoption of the SEC Marketing Rule, and three years after its compliance date, many investment advisers continue to face challenges in reconciling the rule's requirements with both market practices and client expectations.

[Register Now!](#)

Join experts from Dechert, the US SEC staff, and CFA Institute as they discuss the SEC staff's most recent investment performance FAQ and explore practical solutions to your Marketing Rule challenges. Topics will include:

- Calculating and presenting net performance after the staff's January 2026 FAQ on the use of model fees
- Identifying hypothetical performance and managing expectations for its use
- Expert Q&A

Speakers:

Lindsay Grossman, Dechert LLP

Michael McGrath, CFA, Dechert LLP

Robert Shapiro, Dechert LLP  
Scott Jameson, U.S. Securities and Exchange Commission  
Moderator: Ken Robinson, CFA, CIPM, CFA Institute

## Annual Compliance Notification Reminder



## Annual GIPS® Compliance Notification Form Deadline Is 30 June 2026

Organizations that claim compliance with the GIPS standards are required to notify CFA Institute of their claim of compliance by submitting a GIPS Compliance Notification Form. Organizations that are newly claiming compliance with the GIPS standards must submit the GIPS Compliance Notification Form before publicly claiming compliance.

Once an organization claims compliance, it must submit an updated GIPS Compliance Notification Form annually between 1 January and 30 June.

Required information includes the name of the organization, contact details for a primary and secondary contact, and whether the organization has been verified within the past 24 months. Answers to other questions, including types of portfolios managed and total assets under management, are optional. All information provided must be as of the most recent 31 December.

Organizations submitting a GIPS Compliance Notification Form for the first time should use the [Initial Form link](#). Organizations submitting an annual update should use the [Update Form link](#).

To begin the annual update process, enter your organization's name and one individual's contact information from the prior form. A link to the prior form will be emailed to this contact, who can then update the form.

If you receive an error message, or both contacts from the prior form are no longer with your organization, please email us at [gipscompliance@cfainstitute.org](mailto:gipscompliance@cfainstitute.org), and we will assist you.

## **Annual Asset Manager Code™ Compliance Notification Form Deadline Is 30 June 2026**

Many organizations that claim compliance with the GIPS standards also claim compliance with the Asset Manager Code™ (AMC). For more information about the Asset Manager Code, visit the [CFA Institute Research and Policy Center website](#).

Organizations that claim compliance with the AMC are required to notify CFA Institute annually, similar to the GIPS standards annual notification process. Notification forms are due 30 June 2026.

Organizations submitting an AMC Compliance Notification Form for the first time should use the [Initial Form link](#). Organizations submitting an annual update should use the [Update Form link](#).

To begin the annual update process, enter your organization's name and one individual's contact information from the prior form. A link to the prior form will be emailed to this contact, who can then update the form.

If you receive an error message, or both contacts from the prior form are no longer with your organization, please email us at [industrystandards@cfainstitute.org](mailto:industrystandards@cfainstitute.org), and we will assist you.

## **30th Anniversary of the GIPS Standards Conference**

This year's GIPS® Standards Conference will be held **10–11 November 2026** at the **Loews Philadelphia Hotel**, marking a significant milestone—the **30th anniversary of the GIPS Standards Conference**.

This special anniversary conference will celebrate three decades of leadership, collaboration, and global impact across the investment industry. As planning gets underway, we're focused on creating an event that honors what has mattered most over the past 30 years, while looking ahead to what will shape the future. Stay tuned for registration details this summer.



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