



Ceterus Consultants Ltd

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Compliance & Outreach QA Checklist (UK Export Control Focus)

1. Export Licence Application Readiness

- ☐ Goods classification verified against UK Strategic Export Control Lists
- ☐ Dual-use status confirmed and documented
- ☐ End-use and end-user checks completed (including red flags)
- ☐ Licence type selected appropriately (OGEL, SIEL, etc.)
- ☐ Supporting documentation prepared (specs, invoices, compliance statements)
- ☐ Application reviewed for completeness before submission
- ☐ Lead times assessed and communicated to stakeholders

2. Sanctions & Screening Compliance

- ☐ Sanctions screening conducted using OFSI and UK Sanctions List
- ☐ Entity and individual checks documented
- ☐ Screening tools used are up-to-date and UK-compliant
- ☐ Internal escalation process defined for positive matches
- ☐ Outreach materials avoid referencing sanctioned entities or jurisdictions

3. LinkedIn & Outreach Content QA

- ☐ Tone is conversational, peer-oriented, and non-promotional
- ☐ Regulatory references are accurate and current
- ☐ Visuals (e.g. banners, thumbnails) align with brand credibility
- ☐ Hashtags reflect UK trade and compliance communities (#ExportControl, #OFSI, #SMEsInTrade)
- ☐ Posts invite engagement (e.g. questions, shared experiences)
- ☐ No confidential or client-specific data is disclosed
- ☐ Post timing aligns with regulatory updates or industry events

4. Documentation & Record Keeping

- ☐ All outreach and compliance materials archived securely

- ☐ Version control applied to templates and guidance documents
- ☐ Audit trail maintained for licence applications and outreach campaigns
- ☐ Evidence of stakeholder feedback and response tracking

5. Continuous Improvement & Peer Engagement

- ☐ Lessons learned from past licence applications documented
 - ☐ Feedback from LinkedIn posts or webinars reviewed
 - ☐ Outreach strategy adjusted based on engagement metrics
 - ☐ Regulatory changes monitored and reflected in future content
 - ☐ Peer dialogue encouraged to surface niche challenges and solutions
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