

Registrant's telephone number, including area code: **(870) 541-1000**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

Executive Officers of Simmons First National Corporation will attend the 17th Annual Keefe, Bruyette & Woods 2016 Community Bank Investor Conference to be held August 2 - 3, 2016 in New York, NY. The PowerPoint slides to be used in discussions with Analysts and Investors are attached as Exhibit 99.1 to this Current Report and are incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits

Exhibit 99.1. Simmons First National Corporation Investor Presentation

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

SIMMONS FIRST NATIONAL CORPORATION

Date: August 2, 2016 /s/ Robert A. Fehlman
Robert A. Fehlman, Senior Executive Vice President
Chief Financial Officer and Treasurer