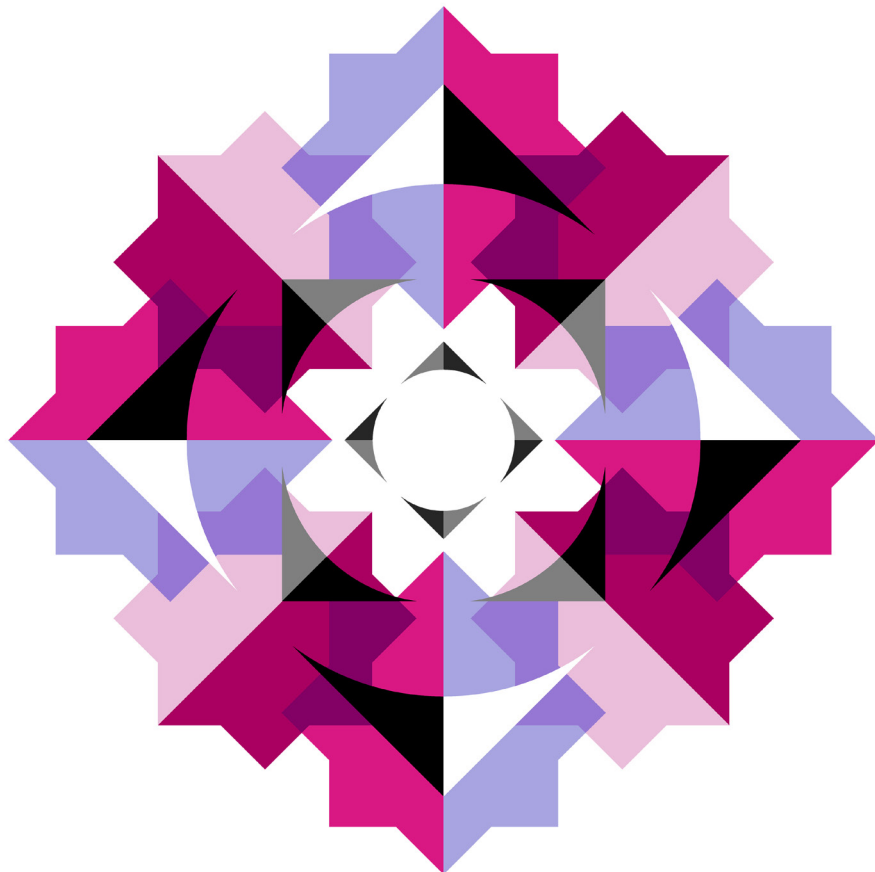


# Advertising & Marketing sector seminar series

2018



**Lewis Silkin's Advertising & Marketing Group invites you to our 2018 seminar series covering topics for both advertising and marketing agencies and brandowners.**

**To book your place or for further information, please contact us at [events@lewissilkin.com](mailto:events@lewissilkin.com)**

**Breakfast seminars** **9:00am - 10:15am**  
All our events are free of charge and include breakfast from 8:30am

## **Annual Review 2017**

**Wednesday 17 January 2018**

Join us for a look back at 2017's key advertising and marketing regulatory and legal developments and decisions including:

- Influencers & Transparency: Latest developments regarding brand ambassador and online influencer transparency and new rules protecting younger children re: recognition of online advertising
- Price Advertising: Impact of the new Pricing Practices Guide and various ASA rulings
- Gender Stereotyping: The ASA's study into gender stereotyping, as well as relevant ASA decisions and the new French laws concerning retouching photographs
- ASA Procedural Review: The outcomes of the Janet Paraskeva audit and insights on Independent Review procedure
- Other Key ASA decisions: A review of unusual cases on issues such as references to race in advertising and the ability of advertising to induce bullying

## **Notes on a scandal**

**Thursday 1 March 2018**

In the wake of a series of high profile reports into alleged misconduct, it is important for agencies to be prepared should a scandal occur. In this session we will cover what to do when your C Suite, hired talent and influencers hit the headlines for the wrong reasons including:

- Reputational management issues - both from a PR and brand management point of view
- How to handle grievances and harassment claims
- Conducting investigations into alleged wrongdoing
- Termination of talent and C Suite and negotiating tricky clauses

## **Buyer Beware: Acquiring an agency**

**Thursday 26 April 2018**

What do you need to think about when you decide to make an acquisition? Join our Q&A panel session, including industry experts, to discuss:

- Acquisition strategy
- How to value an agency
- Due diligence
- The transaction process
- Key negotiation topics
- Post deal integration

Audience participation will be encouraged.

## **Smart cities**

**Wednesday 27 June 2018**

Smart Cities is a broad concept, covering all manner of innovations, from autonomous vehicles and drone deliveries to monitoring the health and well-being of employees in an office. With agencies being amongst the more fluid and dynamic in terms of their occupational needs, we fully expect them to remain at the forefront of driving occupier demand in this area. The session will cover:

- How innovation in connectivity continues to shape how companies communicate and co-ordinate projects
- The continuing evolution of the office space
- Data privacy implications of the way in which tech can be used
- The changes in conventional advertisement and property implications
- The impact on e-commerce operators and the ways in which they can target consumers.

## **Group Actions for misleading advertising campaigns: if not now, when?**

**Thursday 13 September 2018**

For some time it has been possible for consumers to seek redress directly in the face of misleading marketing campaigns. Normally the financial risk arising is insignificant. However, such actions are commonplace in the US and are brought as class actions. The effect on a business can be seismic.

Our session will examine the state of the law here, and the scope for Group Actions. For now the genie is in the bottle, but for how long?

- The state of affairs in the US
- Consumer rights here for direct redress
- How is a Group established? Are they becoming more common?
- Is the threat a real one?
- Ongoing Group Actions today
- How brands and agencies should manage risk

## **The new E-Privacy Regulation: Impacts and challenges for marketers and advertisers**

**Wednesday 7 November 2018**

Whilst all the attention has been focussed on the GDPR, European legislators have been busy putting the finishing touches to the new E-Privacy Regulation. Together with the GDPR the Regulation will have a significant legal and commercial impact on all forms of electronic marketing and digital advertising. This session will navigate the new rules and identify the challenges and opportunities for brand owners and their vendors in the following areas:

- Data collection: how does the Regulation impact on the collection of data intended to be used for marketing campaigns?
- Data analytics: Will I need to obtain user consent? Will I still be able to create customer segments? Will I need to renew my consents?
- Electronic marketing communications: I've collected the data, I've analysed it so what else do I need to think about before I can use that data to send communications to my audience?
- The impact on engagement and retention

**To register:** [E events@lewissilkin.com](mailto:E events@lewissilkin.com) **T** +44 (0) 20 7074 8000

## The Team

Lewis Silkin is widely recognised as the UK's leading advertising and marketing services law firm, having worked with some of the world's leading advertisers and advertising agencies for over 30 years. Chambers and Partners and Legal 500 directories each rate our teams at the highest level, based on interviews each year among clients and peers.

We have extensive experience of advising clients in the converged worlds of advertising, marketing and communication, media, brands and technology, on issues relating to advertising clearance, intellectual property, brand management, dispute resolution, property, M&A and managing people.

## Data protection

By registering for one of our seminars you agree that we may contact you in the future about our services, seminars and ongoing developments. If you prefer not to receive such information, or if you would like to change or update your details, please send an email to [events@lewissilkin.com](mailto:events@lewissilkin.com).

## Adlaw Blog

Please follow our new [Adlaw blog](#) to keep updated with the latest legal news in the advertising and marketing sector.

## Find out more

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