

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.

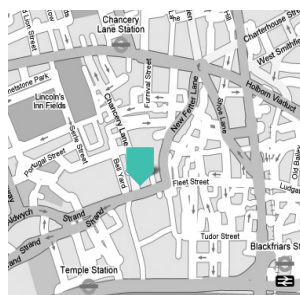
Data protection

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.



Advertising & Marketing sector seminar series

2017



Where to find us

Lewis Silkin
5 Chancery Lane
Clifford's Inn
London EC4A 1BL

Lewis Silkin is the UK member of:



Lewis Silkin's Advertising & Marketing Group invites you to our 2017 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

Breakfast seminars **8:45am - 10:00am**
All our events are free of charge and include breakfast from 8:15am

Annual Review 2016

Thursday 19 January 2017

Join us for a look back at 2016's key advertising and marketing regulatory and legal developments and decisions including:

- The impact of Brexit
- The CMA's action in relation to online reviews and endorsements
- New CTSi Pricing Practices Guidelines
- Direct exhortations to children
- ASA: Key decisions from 2016 and procedural changes
- What's coming up in 2017

Gender Pay Gap reporting for advertising agencies

Wednesday 1 March 2017

Gender pay is an industry hot-topic and gender pay reporting is about to become compulsory for agencies who exceed a certain amount of employees. Agencies meeting the threshold will be required to publish various statistics on their website showing the difference in mean and median pay between men and women. Separate information about bonus amounts and gender allocation must also be provided.

Agencies not meeting the threshold to make gender pay reporting compulsory may still be required to provide equivalent information about gender pay to larger brands as part of a tendering exercise. The first report is likely to reflect the April 2017 pay period and there is value in starting to prepare as soon as possible to identify the issues and minimise risks.

This is a practical session to talk through the implications, including:

- Who are "relevant employees" and could freelancers be caught?
- What counts as "pay"?
- How do you report on bonuses?
- Additional information you can give to explain misleading statistics

The GDPR: A toolkit for advertisers and marketers

Wednesday 26 April 2017

This session will cover some of the key impacts of the new General Data Protection Regulation for advertisers and marketers. Topics to be covered will include:

- The extra jurisdictional reach of the GDPR: do I have to comply if I am based outside Europe?
- The rules on consent: do I need to obtain a user's explicit consent to marketing?
- The requirement for transparency and its impact on the data value exchange
- Re-permissioning and record keeping
- The right to object to marketing
- The new rules covering customer segmentation and targeted advertising.

Mob rule? Using crowdsourced data as substantiation

Thursday 15 June 2017

This session will focus on Crowdsourcing Substantiation. When consumers post reviews, interact with social media platforms, and use applications and other technology, a staggering amount of data is collected. However is this data credible and can it be used for reviews and endorsements? In this session we will explore when, and how, you can use this data to create and substantiate advertising claims.

We will be joined by Brian Murphy from Frankfurt Kurnit Klein & Selz, one of the leading advertising and marketing law practices in the US, who will share some of his experiences and discuss recent cases and their implications for the industry.

Agile working for advertising agencies

Wednesday 13 September 2017

Work trends and patterns are constantly changing, particularly in the creative industries. In this session we will be discussing the ways in which agencies in the post-Brexit era can reduce property costs by implementing smarter ways of working and using their properties.

The discussion will include an examination of current occupational models from traditional leasing of core space, through to augmenting this with serviced offices, managed workspace, co-working and desk sharing arrangements. We will also consider the advantages of negotiating flexible lease provisions to allow for fluid working arrangements, such as desk sharing and agile working arrangements for third parties in order to reduce overheads, as well as implications of extending such agile working arrangements to employees.

Preparing your ownership structure for success

Thursday 2 November 2017

We regularly advise on how agencies can best share their equity with a wider group of people, attracting and incentivising employees in the process. It can be just as important to take a step back and consider your shareholder base strategically. Should some existing shareholders have their stake reduced or bought back entirely? What if they don't agree? How should ownership and control of the business be managed? It's an issue that goes to the heart of your business: how should the fruits of success be shared?

This session will cover:

- How to assess your shareholder base strategically
- Tax-efficient ways to provide your management and staff with shares
- Ways to take shares back when a shareholder has fallen out with the others, or simply left the business, including how to manage disputes and keep control
- How a business might restructure as an "employee-owned" company – a model of ownership that is still not widely known about, but which can re-incentivise your entire staff while also unlocking succession challenges

To register

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