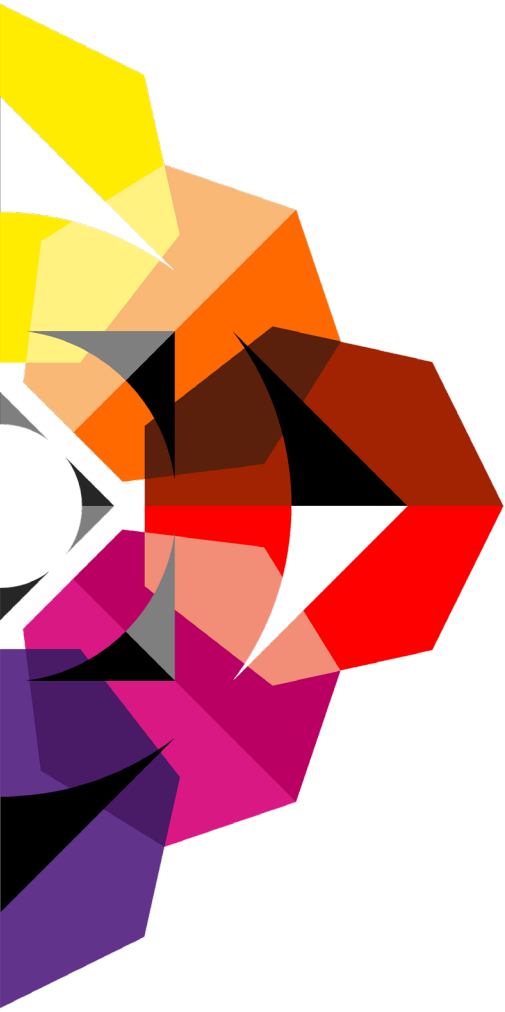


Advertising & Marketing sector webinar series

2021



Lewis Silkin's Advertising & Marketing Group invites you to our 2021 webinar series covering topics for both marketing services agencies and brand owners.

To book your place or for further information, please contact us at events@lewissilkin.com.

All our events are free of charge. Event timings are all UK time.

Advertising & Marketing annual review: The highs and lows of 2020 and a look at what 2021 may bring

Tuesday 12 January 2021 (4.30pm-6pm)

2020 saw unprecedented and unpredicted changes for the advertising and marketing industry. Join us for our Annual Review, where we'll take stock of 2020's key legal and regulatory developments, bring you right up to speed and look ahead to what the new year has in store for this exciting sector.

The new IR35 regime: April approaches

Thursday 14 January 2021 (9am-10.30am)

The new IR35 regime will finally come into force this April following a year's delay. All businesses in the private sector who engage contractors will have to bear the risk of PAYE and NICs.

This practical session will discuss the new rules, what they are and how both end users and fee payers should be doing to get ready. We will discuss changes in the law and to HMRC guidance that have come about since the initial planned implementation in April 2020.

Flexible working and the modern office: How times have changed

Tuesday 23 February 2021 (9.30am-10.30am)

With more and more companies introducing flexible working policies and remote working becoming ever more common, we discuss both the possibilities and the pitfalls to avoid and how the physical office plays a central role in creating a sense of collegiality, cohesion and culture both in and outside of the workplace. We will look into the future of work and how we expect companies to look and operate in the years ahead, as well as looking at recent examples, some to inspire and others to take as a cautionary tale. Advertising agencies rely on their people, so offering a more agile way of working, combined with a great physical space is fundamental in creating a culture in which employees can thrive and be at their most dynamic.

Ambush ahead of the Tokyo Olympics 2020

Wednesday 21 April 2021 (4.30pm-5.30pm)

With the approach of the Tokyo 2021 Olympic and Paralympic Games we'll get you up to speed on the do's and don'ts of marketing in connection with the Games, understand what is meant by 'ambush marketing', when Olympic themed advertising will infringe legal rights and the impact of the new rules relating to the use of Olympians by their personal sponsors.

Calling out, cancel culture and censure

Wednesday 19 May 2021 (9.30am-10.30am)

This webinar will consider the strategies and pros and cons of any available legal remedies in dealing with online public accusations and the ensuing reputational damage to individuals and businesses, often from anonymous posters.

Environmental, Social and Governance (ESG), and Diversity & Inclusion – now an integral aspect of investment and M&A in the sector?

Wednesday 06 October 2021 (9.30am-10.30am)

ESG issues, and diversity, are often cited by financial investors as key areas of focus when considering an investment. In fact, there are several funds that only invest in companies that can prove their ESG standards.

2020, with everything it entailed, from the Black Lives Matter movement and the reduction in carbon dioxide emissions as a result of the coronavirus to an increased focus on wellbeing and diversity, seemed to accelerate the focus on these areas. Our sector focussed panel will discuss the importance of these areas both for companies and their Boards, but also for potential buyers and investors. Will agencies who are behind the curve on ESG and diversity struggle to attract buyers and financial investors? Audience participation will be welcomed.

Adlaw blog

Visit adlaw.lewissilkin.com to keep up with the latest advertising news, and enjoy insights from the experts here at Lewis Silkin (please see below). To stay up to date, you can either register to follow the blog, or email info@lewissilkin.com to be added to the mailing list for our monthly update of latest stories.

To register

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The grid contains 12 blog post thumbnails, each with a title, a short text snippet, a 'Read More...' button, and a small image. The thumbnails are arranged in a 3x4 grid.

- Thumbnail 1:** Ryanair ad leads to no.1 list of most-complained-about ads of all time. Another year, another upheld ASA decision about a Ryanair advertisement, this time in the context of advertising flights during the...
- Thumbnail 2:** Evidence gathering gives ASA the jitters. An ad for Ladbrokes, seen on Channel 4's Video on Demand service, All4, has been banned by the ASA. The ad showed various people using the...
- Thumbnail 3:** Online junk food ads could get bitter, tout de suite. With every sector under pressure, and the UK Government considering an outright ban on the online advertising of foods high in fat, sugar...
- Thumbnail 4:** None of websites are "greenwashing", according to global website sweep. A global sweep of over 500 websites has found that as many as 40% of them appear to be making misleading environmental claims that are...
- Thumbnail 5:** Don't make the ASA job cross. There is lots of excitement right now over the new Covid-19 vaccines that are being rolled out, but the ASA has been exercised over a...
- Thumbnail 6:** GALA Releases Latest Global Guide for Laws Related to Ambush Marketing. With international marketers readying for the upcoming Tokyo Olympic Games, the Global Advertising Lawyers Alliance (GALA) has released...
- Thumbnail 7:** Sexist government advertising makes the case for the return of the Central Office of Information. God knows these are dark times. This second lockdown (or is it the third?) is beginning to take its toll, even on those of us who rather...
- Thumbnail 8:** CMA poised to get personal on pricing algorithms! The CMA has published an eye-opening paper on algorithms, showing how they can, if misused, reduce competition in digital markets and...
- Thumbnail 9:** The LARQ Descending. The ASA has today upheld a complaint against LARQ, a water bottle retailer. The original ad appeared as a Facebook post in September 2020...
- Thumbnail 10:** Ambush Marketing: A Global Legal Perspective.
- Thumbnail 11:** Oatley MILKS the EUIPO dry. On 20 January 2021, the Second Chamber of the EU General Court upheld an appeal by the Swedish owned vegan brand OATLY, reversing an...
- Thumbnail 12:** Radio networks face the music as Ofcom rules on misleading competition.

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.

Lewis Silkin is the UK member of:

