

Advertising, Marketing, Promotions and Social Media

Topic & description

Duration

An Introduction to IP for the Advertising & Marketing sectors

(60 or 90 mins)

This session is designed to provide a basic overview of the various types of intellectual property rights which anyone working at an ad agency in the UK should understand. This includes an overview of copyright, moral rights and trademarks, as well as a discussion of passing off (false endorsement).

An Introduction to UK Advertising Regulation

(60 or 90 mins)

This session is designed to provide a basic overview of the UK regulatory regime for advertising and marketing in various media, with a particular focus on the CAP Codes (including misleading claims) and the way in which the CAP Codes are enforced.

Sector Focus: Automotive Advertising

(60 or 90 mins)

A presentation on motoring advertising including the latest developments and examples of ASA rulings in this area.

Sector Focus: Advertising Food and Soft Drinks

(60 or 90 mins)

The rules which apply to the promotion of food and drink is often changing and evolving, we understand that staying up to date can feel difficult at times. This session will cover:

- HFSS (High Fat, Salt and Sugar products)
- Key changes in regulations/law
- CAP Guidance
- Government Policy announcements
- Hot topics such as diets and detoxing.

Sector Focus: Alcohol Advertising

(60 or 90 mins)

The alcohol sector is tightly regulated, which means that tough rules apply to all types of advertising, marketing and promotions for alcohol. In this session we'll explore the legal and regulatory challenges. We'll cover:

- What is caught by the ASA's remit?
- Alcohol specific rules
- What are the key principles?
- How does the system work?
- What sanctions can the ASA apply?

Recent ASA decisions.

Sector Focus: Successfully defending ASA investigations

(60 or 90 mins)

- Losing an ASA investigation can result in reputational damage and lost media strategies. This session will cover the tactics to be used to successfully defend an ASA investigation:
- The clues in their correspondence
- When to seek informal resolution
- The procedural devices that can tip the balance
- How to seek a review if Council uphold the complaint.

Sector Focus: Advertising Prices to Consumers

(60 mins)

Advertising prices to consumers is the focus of both consumer protection law and the self-regulatory system. In this session we'll look at the key concepts under Consumer Protection Regulations 2008, as well as CTSi Pricing Practices Guidelines, which replaced the certainties of the previous guidance with a new but vague principles-based approach. We'll also look at some of the key criminal prosecutions and ASA rulings.

Sector Focus: Challenging Misleading Competitor Advertising

(60 or 90 mins)

If a competitor makes a misleading claim about your product, what can you do? If your brand is named, you might have a claim for trade mark infringement, if the requirements of the Comparative Advertising Directive have not been fulfilled. But what if your brand is not named? Do you have any private rights of action? How can you persuade the Advertising Standards Authority to ban the competitor's advertisement, and is that a better option than the costs and risks of litigation?

The Bribery Act and what does it mean for advertising?

(60 or 90 mins)

This session will give some background to the Bribery Act 2010 as well as delivering training (a) on the four types of offences and (b) when does a facilitation payment become a bribe?

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Influencer marketing

(60 or 90 mins)

This webinar will help you make sure your social influencer campaigns stay on the right side of the law, and includes key tips in contracting with social influencers.

Client/agency Contracts

(60 or 90 mins)

An intermediate level training aimed at inhouse legal, finance, account directors, procurement (brand side) who are negotiating client/agency contracts for advertising, PR, and other marketing appointments.

Talent Agreements

(60 or 90 mins)

Key tips when appointing talent or brand ambassadors to promote your brand, including what to put in your contract, and common pitfalls to avoid.

Sports: Social Media and Native Advertising

(60 or 90 mins)

Social Media continues to disrupt and provide challenges and opportunities. Sports organisations use their online platforms for a whole host of communications including a lot of advertising, whether for tickets or merchandise, or to promote sponsors.

We will cover:

- Key legal and regulatory issues concerning social media
- Latest CAP guidance on vlogging and blogging
- Native advertising - What it is and what it is not
- Online endorsements and reviews
- Recent issues in User Generated Content
- Can you use third party IP on social media?

We can also run this session for players/athletes and/or their agents.

Sports: Sponsorship

(60 or 90 mins)

There is no such thing as a 'standard' sponsorship package, each package will be different and bring about unique legal and commercial considerations. We can tailor this session for rights holders or brands/agencies and will provide insight on standard industry approaches.

We will cover:

- Initial considerations: understanding the objectives and the use of deal terms/MOUs
 - Key clauses: from the grant of rights to negotiating limitations on liability
 - Rights specific considerations: naming rights, kit branding, athlete images and data, etc.
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The law behind Sports Marketing

(60 or 90 mins)

Every sports fan thinks they own a bit of 'their' sport but what is the reality?

This session is designed for non-lawyers in marketing teams or lawyers who are new to sports marketing. We will aim to provide an understanding of:

- What is different about Sports Marketing?
- IP basics
- Who owns what?
- What is ambush marketing and what can be done about it?
- the Regulation of Sports Marketing

Music Rights

(60 or 90 mins)

In this webinar, we will introduce the various overlapping intellectual property rights in music, from the lyrics to the composition through to recordings, performances and broadcasts. The rights in and around musical works and performances rights can be complex, but we will give you a clear understanding, as well as useful tips and advice along the way particularly for those looking to use music in advertising and online.

Contracts: Warranties, indemnities, limits on liabilities in Ad/Marketing contracts

(60 or 90 mins)

A session to help you understand these key areas of legal risk management, what is industry standard, how to negotiate, and what is insurable.

Data Protection for Marketers

(60 or 90 mins)

Aimed at helping marketers navigate e-privacy rules and their interplay with the GDPR, this session looks at: The fundamental concepts marketers need to be aware of When and how to obtain consent What counts as 'marketing' Preference centres; Performance marketing compliance challenges, Marketing to children (optional).