

A&M Event Series 2023/2024

Using generative AI in advertising

Wednesday 15 November 2023, 4:00-5:00pm

Generative AI is already being used in advertising, and its use is potentially transformative. In this webinar, we will be taking stock of where tools like ChatGPT and Midjourney have reached, how they may soon be used, and the legal and regulatory issues to bear in mind.

We will consider:

- ▶ How Generative AI is being deployed
- ▶ Who owns the copy created by Generative AI?
- ▶ What regulation and legal risks are there?
- ▶ How should advertisers and agencies be addressing ownership of, and risks in deploying, AI-generated copy?

[Register here](#)

Join us for a fireside chat with Guy Parker, Chief Executive of the Advertising Standards Authority

Wednesday 6 December 2023, 4:00-5:00pm

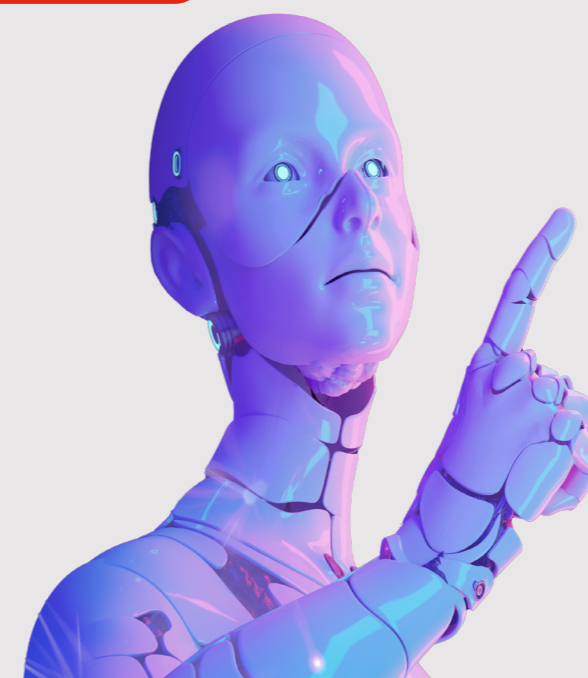
Join Brinsley Dresden and the UK's key advertising regulator, Guy Parker, for a virtual fireside chat as they discuss current advertising and marketing hot topics.

Guy is Chief Executive of the Advertising Standards Authority in the United Kingdom and Vice-President of the International Council for Ad Self-Regulation (ICAS). Brinsley will be talking to Guy about the big issues for advertising regulators. They will look forward to the new year and what it may bring.

The agenda is fluid, and we would be interested to receive suggestions for topics or questions that you would like to raise with Guy, but subject to that, the conversation may cover the following:

- ▶ The ASA's use of AI
- ▶ Latest on the Government's Less Healthy Food ad restrictions
- ▶ Green claims: 'Greenwashing' versus 'greenhushing'
- ▶ The ASA's next five-year strategy: 2024-2028
- ▶ Gambling ads and 'strong appeal'
- ▶ Ads for disposable vapes and the teenager vaping epidemic
- ▶ The ASA's approach to platform/intermediary transparency and accountability in an era of new legislation

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Advertising & Marketing Annual Review: Stepping into 2024

Thursday 11 January 2024, 4:00-5:30pm

In 2023, there were significant developments in the laws and regulations that govern advertising and marketing. These include new guidance on environmental advertising and the delay in HFSS advertising restrictions. We witnessed the introduction of the Digital Markets, Competition and Consumers Bill, and we expect it to become law in 2024. These key milestones have not only impacted our past year but also set the stage for dynamic challenges and opportunities ahead.

Please join us as we reflect on these pivotal moments and set our sights on the exciting prospects that 2024 has in store.

[Register here](#)

Interactive entertainment for creatives: Legal top tips when developing a game for your client

Tuesday 6 February 2024, 4:00-5:00pm

More and more brands are using interactive entertainment to engage with their audiences, especially younger ones. These projects can range from a web-browser game accessed through a QR code to a branded Roblox experience to a full-blown brand-sponsored advergaming on the App Store.

In this webinar, we will consider:

- ▶ Where are the common contractual pitfalls to watch for when subcontracting the development work to a video game developer?
- ▶ Where are the key IP risks, perhaps if the brand wants to include some real-world people, buildings or objects?
- ▶ What are the main compliance risks to look out for with risks like consumer law challenges to any monetisation strategy, data privacy collection, specific advertising regulations and gambling risks from loot box mechanics?
- ▶ What are the legal and practical steps to mitigate these risks?

Nick Allan, a Partner and our Head of Interactive Entertainment, is here to help and give you a whistlestop tour of all the key issues.

[Register here](#)

The importance of trade marks and intellectual property protection for advertising agencies

Wednesday 20 March 2024, 4:00-5:00pm

In the dynamic and competitive world of advertising, where creativity and innovation are key, protecting your ideas, branding, and campaigns is paramount.

Whether you are an advertising professional, a legal expert, or simply interested in staying ahead in the advertising industry, it is essential that you have a basic understanding of the importance of basic IP.

We will delve into the critical role that trade marks and intellectual property play in the success and sustainability of advertising campaigns.

Why Should You Attend?

- ▶ Learn how trade marks play a crucial role in safeguarding your agency's brand identity, ensuring your creative work remains uniquely yours
- ▶ Gain insights from legal experts who specialise in intellectual property rights and understand the potential legal pitfalls in advertising
- ▶ We will discuss real case studies of advertising agencies that faced IP challenges and discover the strategies they employed for resolution
- ▶ Stay up-to-date with the latest developments and trends in trade mark and IP protection within the advertising

[Register here](#)

Harnessing adtech and advertiser first party data

Thursday 18 April 2024, 4:00-5:00pm

The delivery of advertising has undergone a digital transformation in the last 20 years. Digital media is now at the heart of any successful campaign, and advertisers and agencies are increasingly dependent on ad-tech platforms to deliver online advertising and ensure that it reaches the desired audience.

While the online advertising ecosystem has thrived, it is now under ever increasing pressures, including cost, technology and privacy & regulatory challenges. As a result, the world of adtech is becoming tricky to navigate.

In this webinar, we will share our experiences and insights of the ad tech ecosystem. We will also discuss the latest trends, opportunities and challenges, legal updates and regulatory action, technology developments and what to keep an eye out for in the coming months to help you navigate this increasingly difficult area.

[Register here](#)

M&A in the Creative sector – a look back and a look forward

TBC

It has been a remarkable period for M&A activity in the marketing services sector with a plethora of buyers and PE investment fueling many deals. Our expert panel, together with our own sector specialist M&A lawyers, will dissect the trends seen and lessons learned from deals in the last couple of years. We will also do some crystal ball gazing and consider what the rapidly changing economic environment might mean for M&A in the sector.

Audience participation will be welcome and we will offer attendees the ability to submit questions for the panel in advance.

[Register here](#)

