SheppardMullin

Advertising Law Institute 2019

Practising Law Institute
October 17-18, 2019

Location:
PLI California
685 Market Street, First Floor
San Francisco, CA

Sheppard Mullin Participants:
Liisa Thomas is co-chairing and speaking at this event
Rachel Tarko Hudson is speaking at this event

About the Event:
New media outlets and increased digitization continue to create new challenges for advertisers who fight to preserve and increase market share and reach their consumers effectively. This program, updated each year to reflect current legal trends cutting across the advertising industry, is led is led by an expert faculty who will provide important strategies needed to stay on top of a continually evolving digital landscape. Learn practical tips for managing risk and avoiding pitfalls that arise when running interactive advertising campaigns. Covering topics such as promotions and sweepstakes, mobile advertising challenges, privacy considerations, claim substantiation and more, this expansive program will equip you with the tools you need to practice advertising law today.

Click for more information and Registration

Liisa and Rachel will be speaking on the Topics listed below.

Ethics of Advertising

When:
October 18, 2019
10:15 a.m.

Speakers:
Robert H. Newman, Liisa M. Thomas

About:

- Explore best practices for avoiding ethical pitfalls when managing ad campaigns

- Appropriate communications with adverse parties
- Ethical nuances between disclosure, omission, and outright deception
- Issues around downplaying a client's willingness to settle or compromise
- Ethical missteps around misstating the strength of a client's case and/or the weakness of an adversary's case
- How pretense fits into your ethical obligations as a lawyer

Interactive Advertising

When:
October 18, 2019
1:30 p.m.

Speaker:
Liisa M. Thomas

About:

- Understanding the laws and risks of direct marketing to consumers (i.e., calling, texting, e-mailing)
- Best practices for obtaining consent for sending text messages and tips for settling complaints quickly
- Strategies for complying with international laws (Canada, EU – GDPR)
- The latest regulatory and litigation trends, class actions and decisions

Endorsements, User-Generated Content, and Celebrities

When:
October 18, 2019
2:30 p.m.

Speaker:
Rachel Tarko Hudson

About:

- Influencer agreements
- False advertising, misleading advertising and claim substantiation through social media
- Investigating the corners of the endorsement guidelines
- Working with celebrities
- How SAG fits in

Attorneys

Rachel Tarko Hudson

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Liisa M. Thomas

Practice Areas

Advertising

Privacy and Cybersecurity