

Restaurant Law Center 2019 Restaurant Legal Summit

October 23-25, 2019

Where:

The Westin Galleria
13340 Dallas Pkwy
Dallas, TX 75240

When:

Thursday, October 24
9:00 a.m. - 10:15 a.m.

Speakers:

Jason Mueller
Rachel Tarko Hudson

Topic:

Marketing Wants To Do What? Sweepstakes, Influencers, Loyalty, and Other Advertising and Promotional Fun

Advertising and promotions questions are a daily topic for the legal department of any consumer brand and restaurants are no exception. Working with a marketing team is fast-paced and ever-changing—as a lawyer you need to be familiar with both the promotional structures and the legal issues that go along with them. Jason and Rachel will help bring you up to speed on the following topics:

- Common promotional structures and what to expect when running legal compliance
- Disclosure, registration, and other legal compliance requirements
- Pitfalls and traps and how to avoid them
- Strategies for successfully working with marketing teams on common legal issues

For more conference information, please visit the conference website.

Practice Areas

Advertising

Industries

Food and Beverage