

Advertising Law Institute 2019

Practising Law Institute

09.13.2019

Where:

Gleacher Center
450 N Cityfront Plaza Dr
Chicago, IL 60611

About:

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 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.

Liisa Thomas serves as a chairperson for this event. She and Rachel Tarko Hudson will be speaking on the topics listed below. Click to expand the selection.

[Click here for more information and registration.](#)

Endorsements, User-Generated Content, and Celebrities

Speaker:

Rachel Tarko Hudson

Time:

10:15 a.m.

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

Interactive Advertising

Speaker:

Liisa Thomas

Time:

1:30 p.m.

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

Ethics of Advertising

Speaker:

Liisa Thomas

Time:

2:30 p.m.

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

Attorneys

Liisa M. Thomas

Practice Areas

Advertising

Privacy and Cybersecurity