

Advertising Law Institute 2026

February 24-25, 2026

Event Sponsor: Practising Law Institute

Partner Robert Hough will be speaking on the panel "Endorsements, User-Generated Content (UGC), and Social Media Marketing" on February 24 from 1:20-2:30 PM CT.

Endorsements and testimonials continue to present tricky situations for advertisers. Considering the recent updates to FTC guidelines, and with the continued growth of influencers and reliance on social media platforms, what sorts of issues should be on your radar as you advise your clients? After completing this session, participants will be able to:

- Identify special considerations when brands utilize influencers and UGC
- Develop best practices around crafting influencer agreements
- Avoid challenges related to false advertising, misleading advertising and claim substantiation through social media
- Explain and apply the updates made to endorsement guidelines

Partner Liisa Thomas will be speaking on the panel "From Hype to Habit: Using Organizational Change to Embed AI Compliance in the Advertising World" on February 25 from 1:25-2:15 PM CT.

In this session we will explore how AI is reshaping the advertising lifecycle—from ideation and audience targeting to measurement —and what that means for legal, privacy, and compliance risk management. Participants will learn how to spot the most significant AI-related issues in advertising, including transparency, substantiation, data use, and bias, and how emerging regulatory and self-regulatory expectations are likely to affect day-to-day counseling. After completing this session, participants will have practical tools to add to their toolkit and will be able to:

- Apply key organizational change concepts that can support AI-governance
- Implement risk-mitigation methods that go beyond AI policies to documents business teams will actually use and follow
- Develop a framework approach to AI requirements impacting advertising, as they continue to expand and change

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Attorneys

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