

Davis+Gilbert Counsel 2U® Advertising + Marketing Seminar | Regulators – FTC, State AG, Local and NAD – What’s New and What’s Next

– Rescheduled –

Rapid advances in technology and new strategies and opportunities to interact with consumers emerge every day in today’s fast-paced world of advertising. So how can companies comply with the latest advertising regulations without being so risk averse that they lose their competitive edge? With today’s realities of limited time, budget and training resources, welcome to the high-wire act of “Advertising Law Compliance.”

This session, with featured speakers from the **Federal Trade Commission** (FTC) and the **National Advertising Division** (NAD), will explore the latest governmental and self-regulatory advertising law developments, hot topics that keep senior management and in-house counsel up at night, as well as emerging industry trends – what’s coming next and what can be done to prepare now. Don’t miss your chance to learn from and talk to the experts!

Topics include:

- Key law developments and trends in the advertising ecosphere
- FTC’s priorities, enforcement practices and “new remedies”
- Target categories that the NAD is focused on in 2019
- Key learnings for social media and what’s new in disclosures

Featured Speakers

- Laura Brett, Director, National Advertising Division
- William Efron, Director, Northeast Region Federal Trade Commission

Davis+Gilbert LLP Speakers

Ronald Urbach, Chairman, Advertising + Marketing

Aaron Taylor, Partner, Advertising + Marketing

Registration and Cocktail Reception: 6:00 – 6:30 p.m.

Seminar: 6:30 – 7:30 p.m.

Cocktails and Networking: 7:30 – 8:30 p.m.

Cost: Free **Legal CLE Credits:** 1.0

Target Audience: Senior management, in-house counsel, and advertising and marketing executives. These seminars are also appropriate for both newly admitted and experienced attorneys.

Location:

Davis+Gilbert LLP

1740 Broadway, 19th Floor

New York, NY

(Between 55th and 56th Streets. Please note: The building is currently under construction. The main entrance is now around the corner on 56th Street.)

RSVP by: October 19, 2019 to Carly Silverman

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Related People

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