

Advertising on the Web, in Print or on TV/Radio: Latest Regulatory Issues in Advertising Law

Kelley Drye Breakfast Seminars

Firm Event

July 13, 2006 from 8:00 am to 10:00 am (EDT)
Washington, DC
Vienna, VA

Join us for a complimentary briefing to learn about recent developments in advertising and marketing law related to:

- Claim substantiation
- Privacy and data security
- Promotions
- Online marketing

Kelley Drye partners will discuss how to implement best practices to keep your customers' information under wraps and, at the same time, develop creative, effective advertisements and promotional campaigns.

Topics will include how to properly substantiate your advertisements; how to identify advertisements, campaigns and business practices that the regulators will target; and how to litigate your claims if necessary.

When promoting your company's products or services, you need to know how to lay a successful foundation for an advertising campaign, as well as follow through with a plan that is compliant with applicable laws.

Related Services

Advertising and Marketing