

Annual Advertising & Privacy Law Summit Attracts Industry Leaders to the Reopened Watergate Hotel

[Christie Grymes Thompson](#)

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On June 8th attorneys from Kelley Drye's advertising law practice hosted government officials and industry leaders at an advanced seminar on key issues in advertising, privacy, and consumer protection law. This year marked the fourth annual Advertising and Privacy Law Summit and included an inaugural pre-Summit boot camp for professionals new to the field.

More than 110 attendees from a broad range of industries across the U.S. gathered at the newly-reopened Watergate Hotel and heard from experts in various areas of the law. [Maureen K. Ohlhausen](#), Commissioner of the Federal Trade Commission, and Jessica Rich, Director of the Federal Trade Commission's Bureau of Consumer Protection, were the Summit's keynote speakers.

The *Washington Post* took notice of the Summit's timely topics and bold venue choice. Kelley Drye's Advertising and Marketing Practice Group Chair [Christie Grymes Thompson](#) was quoted in the article: "Given the historical significance of the complex, we figured it was a terrific place to discuss deception, public policy and invasion of privacy." Christie also commented that "We are thrilled to have had such great engagement at this year's Summit. The guests appreciated the deep dive into topics that are relevant to the broad array of companies marketing to consumers in the U.S."

At the Summit, speakers discussed the current regulatory and litigation climate and developing marketing trends, including investigative and enforcement priorities at the FTC, CFPB, FDA, FCC, DOJ, and NAD; real-time marketing; consumer-friendly disclosures; consumer and privacy class actions; cyber scandals and the EU-US Privacy Shield; cross device tracking; corporate social responsibility initiatives; and dealing with whistleblowers and internal complaints.

Details regarding the agendas and speaker line-ups are available [here](#) and [here](#).

Kelley Drye's [Advertising and Marketing](#) practice has a national reputation for excellence. No other firm can match our record in advertising litigation and National Advertising Division (NAD) proceedings, our substantive strength in the areas of advertising, promotions, privacy, and consumer protection law, and our experience at the Federal Trade Commission (FTC), the offices of state Attorneys General, and the broadcast networks. Follow the practice via our blog, [Ad Law Access](#), and find pictures from the event on [LinkedIn](#), [Facebook](#) or [Twitter](#).