

Basics of Advertising: A Fresh Spin on Proof, Disclosures & Social Media

2016 ANA/BAA Marketing Law Conference

Speaking Engagement

November 9, 2016

Washington, DC

This session will cover important principles of advertising law, including when you need to prove your claims, what type of proof is required, how to make disclosures, and how these principles apply in social media. In addition it will cover options for challenging your competitors, when they step out of line. If you're new to advertising, this session will give you the information you need to put later sessions into context. Even if you've been doing this for a while, this presentation will put a fresh spin on important topics.

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