

Basics of Advertising Law

ANA Masters of Advertising Law Conference

Speaking Engagement

November 11, 2024 from 10:40 am to 11:25 am (MST)

Washington, DC

Scottsdale, AZ

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This session will provide an introduction to key issues in advertising law that both lawyers and marketers should know. The panel will discuss various topics, including how to determine what claims are conveyed in an ad, how to substantiate different types of claims, and how to make effective disclosures. For each topic, the panel will provide an overview of the key legal requirements, show examples of ads that were challenged, and leave you with tips to help you stay out of trouble.

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