

Determining the FTC's Seminal Ability to Pair Traditional Regulations with Emerging Internet, Mobile and Wireless Communications Technologies

American Conference Institute's Second Annual Regulatory
Summit for Advertisers and Marketers

Speaking Engagement

June 17, 2008

Associate Alys Zeltzer Hutnik presented at the American Conference Institute's Second Annual Regulatory Summit for Advertisers and Marketers on June 17-18, 2008 in Washington, DC. Ms. Hutnik's presentation on "Determining the FTC's Seminal Ability to Pair Traditional Regulations with Emerging Internet, Mobile and Wireless Communications Technologies" focused on regulating wireless communications, understanding the FTC's ability to address emerging technologies, and forecasting emerging issues for companies that are utilizing new forms of media such as social networking sites and viral marketing campaigns.

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