

# Highlights From The 2024 National Advertising Division Conference

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Last week, advertising and legal professionals, experts, regulators, and business representatives convened in New York for the annual National Advertising Division (NAD) Conference to consider hot topics, share perspectives on emerging issues, and discuss best practices for navigating a dynamic regulatory landscape. This year, trending topics included endorsements and reviews (especially in light of the FTC's recently-issued rule on fake reviews), dark patterns, claim substantiation, artificial intelligence, and FTC enforcement priorities. Keynote speakers included FTC Commissioner Melissa Holyoak and the Director of the FTC's Bureau of Consumer Protection, Samuel Levine, who addressed FTC positions and recent actions on a number of emerging issues in advertising law. In addition, [John Villafranco](#) led a conversation with BBB Executive Vice President Mary Engle addressing the impact of FTC guidance on NAD decisions.

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