

# Mobile Marketing and Consumer Generated Content

Technology and Marketing Committee of the  
Westchester/Fairfield (WESFACCA) Chapter of the American  
Corporate Counsel Association

Speaking Engagement

April 9, 2008

Associate Gonzalo E. Mon presented at the New Media Marketing program hosted by the Technology and Marketing Committee of the Association of Corporate Counsel's Westchester/Southern Connecticut Chapter (WESFACCA) on April 9, 2008. The seminar focused on legal and regulatory issues within new media marketing, and featured presentations on hot topics including: CAN-SPAM and consumer privacy implications; industry and FTC perspectives on behavioral advertising; mobile marketing and consumer-generated content; and legal issues in targeted marketing campaigns.

## Related Services

Advertising and Marketing