

Responsible Green Marketing: Complying with Regulations and Guidelines

Advertisers' and Marketers' Regulatory Summit, American
Conference Institute

Speaking Engagement

June 17, 2008

Partner John E. Villafranco presented at the American Conference Institute's Second Annual Regulatory Summit for Advertisers and Marketers on June 17-18, 2008 in Washington, DC. Mr. Villafranco presented "Responsible Green Marketing – Complying with Regulations and Guidelines as this Area of Law Continues to Grow," which provided important updates from the FTC Carbon Offset Workshop, identified trend setting companies and the reasons they are considered green, and addressed how to avoid liabilities in advertising in a developing area of regulatory governance.

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