



Stikeman Elliott invites you to a complimentary breakfast seminar

ADVERTISING AND MARKETING IN A SOCIAL MEDIA WORLD

Wednesday, November 30, 2011

The Rideau Club
99 Bank Street
15th Floor, Main Lounge
Ottawa, Ontario

SCHEDULE
8:00 am Registration & Breakfast
8:30 am Presentations and Q&A
10:15 am Closing Remarks

SEMINAR DETAILS

The tools to connect with customers and empower them to act as brand ambassadors are at your fingertips, and more cost-effective than ever. However, in this Web 2.0 world there exists a minefield of legal risks relating to privacy, misleading advertising and anti-spam compliance that businesses must navigate. What steps can you take to help ensure that your social media marketing campaigns reach your audience while avoiding liability?

Join us for an informative, practical and engaging educational experience, and hear from legal and industry experts as they answer this question through an exploration of the following topics:

- Privacy issues and requirements
- Impact of new anti-spam legislation on social media marketing communications
- Intellectual property issues in social media advertising and contests
- Examples of social media advertising gone wrong
- Views from the Regulators

WHO SHOULD ATTEND

In-house counsel

CEOs, Presidents, VPs, Directors and Managers of compliance/regulatory compliance, advertising/marketing, communications, promotions

Privacy professionals, Internet/social media marketers

From diverse industries, including telecommunications, technology, pharmaceuticals, banking and finance, food and beverage, automotive, transportation, retail and consumer products, and trade associations

RSVP

to Trudy St. John at
(613) 564-3461 or
tstjohn@stikeman.com

INTRODUCTION



Lawson A.W. Hunter, Q.C.
Head of Competition and Foreign Investment Group
Stikeman Elliott, Ottawa

PRIVACY REQUIREMENTS AND BEST PRACTICES ON SOCIAL MEDIA ADVERTISING



David Elder
Stikeman Elliott, Ottawa

- why social advertising is different than behavioural advertising
- privacy requirements for common social advertising campaigns
- using personal information in advertising (testimonials and endorsements)
- disclosure and consent requirements – opt-in or opt-out?
- how not to do it: case studies in social media privacy
- developing specialized social media policies
- regulatory and legislative developments in online privacy and social media advertising
- impact of Canada's Anti-Spam Law on social media communications
- requirements for collecting info/advertising to children

INTELLECTUAL PROPERTY ISSUES IN SOCIAL MEDIA ADVERTISING AND CONTESTS



Justine Whitehead
Stikeman Elliott, Ottawa

- social media contests rules and disclaimers
- deceptive marketing issues
- protecting and enforcing IP rights in social media marketing
- liability for user-generated content
- examples of social media advertising campaigns gone wrong and what actions you should take to minimize legal risk

VIEWS FROM THE REGULATORS



Lisa Campbell
Deputy Commissioner of Competition,
Fair Business Practices Branch, Competition Bureau Canada



Andrea Rosen
Chief Compliance and Enforcement Officer,
Compliance and Enforcement Sector
Canadian Radio-television and Telecommunications Commission