

## The Team

Lewis Silkin is widely recognised as the UK's leading advertising and marketing services law firm, having worked with some of the world's leading advertisers and advertising agencies for over 30 years. The Chambers and Partners and Legal 500 directories each rate our teams at the highest level, based on interviews each year among clients and peers.

We have extensive experience of advising clients in the converged worlds of advertising, marketing and communication, media, brands and technology on issues relating to advertising clearance, intellectual property, brand management, dispute resolution, property, M&A and managing people.

## Adlaw blog

Visit [adlaw.lewissilkin.net](http://adlaw.lewissilkin.net) to keep up with the latest advertising news, and enjoy insights from the experts here at Lewis Silkin. To stay up to date, you can either register to follow the blog, or email [info@lewissilkin.com](mailto:info@lewissilkin.com) to be added to the mailing list for our monthly update of latest stories.

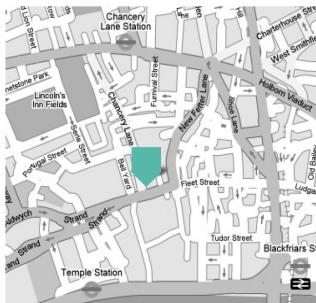
## Data protection

By registering for one of our seminars you agree that we may contact you in the future about our services, seminars and ongoing developments. If you prefer not to receive such information, or if you would like to change or update your details, please send an email to [events@lewissilkin.com](mailto:events@lewissilkin.com).



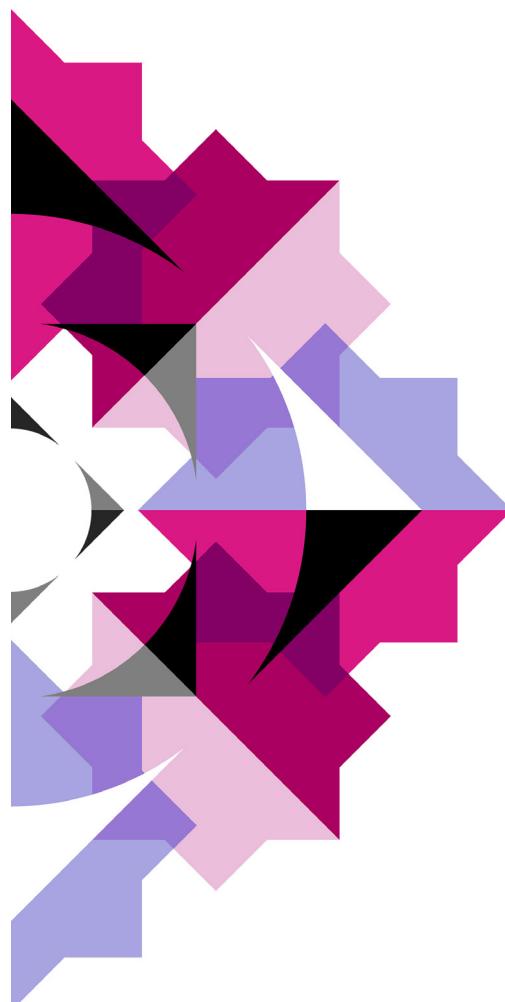
# Advertising & Marketing sector seminar series

## 2019



### Where to find us

Lewis Silkin  
5 Chancery Lane  
Clifford's Inn  
London EC4A 1BL



Lewis Silkin is the UK member of:



**Lewis Silkin's Advertising & Marketing Group invites you to our 2019 seminar series covering topics for both advertising and marketing agencies and brandowners.**

**To book your place or for further information, please contact us at [events@lewissilkin.com](mailto:events@lewissilkin.com)**

#### **Breakfast seminars**

**9:00am - 10:30am**

All our events are free of charge and include breakfast from 8:30am

#### **Annual Review: A look back on 2018 and what's to come in 2019**

**Thursday 24 January 2019**

Join us for the first in our 2019 seminar series for the advertising and marketing sector, looking back at 2018's key advertising and marketing regulatory and legal developments and decisions including:

- Social Media: CMA Investigation into Celebrity Endorsements and Online Hotels bookings
- Increasing criminal action against misleading advertising: The Competition & Marketing Authority flexes its muscles
- HFSS Advertising: Contrasting decisions by OFCOM and the ASA
- Data Protection: Big fines for advertisers
- Gender Stereotyping: ASA consults on new rule and guidance
- Outcome of ASA Procedural Review: Independent Reviews and Appeals
- Other interesting ASA decisions
- What's coming up in 2019?

#### **Gender Pay Gap Reporting: Has it done any good? And will ethnicity pay reporting follow?**

**Thursday 28 February 2019**

The perceived success of gender pay gap reporting has emboldened the Government to start a consultation on compulsory ethnicity pay reporting but has gender pay gap reporting really changed the pay practices of agencies? We will:

- Look back on what we have learned from the 2018 gender pay gap reporting in anticipation of the wave of 2019 data
- Consider whether the focus on gender pay gap reporting has done anything to minimise the risk of an equal pay claim
- Discuss the government's consultation and ethnicity reporting and the challenges it presents

#### **Mental Health: What should agencies do to protect the mental well-being of employees?**

**Thursday 16 May 2019**

NABS have reported that calls to its advice line are up 26% and the need for emotional support is the most common reason for making contact (representing a third of calls). Outside advertising, one in four people will experience mental health issues during their life. Whilst there is undoubtedly legal risk (including discrimination and personal injury) there is clear evidence that employers who promote positive mental health in the workplace have a happier and more productive workforce. We will explore:

- How to spot the signs of deteriorating mental health
- Dealing with common conditions such as stress and anxiety
- Providing effective support processes
- Minimising the risk of legal claims

#### **Mergers & Acquisitions: Somewhere over the rainbow... may be your future**

**Thursday 20 June 2019**

The M&A landscape in the advertising & marketing and related technology sector has become characterised by new buyers from a variety of non-traditional backgrounds, but with the traditional network holding companies still being the most prolific acquirers. To help you navigate through the current environment, and to discuss how best to prepare your agency for sale, please join us for a Q&A panel session where we will take in views from corporate finance, recent sellers and our sector focussed M&A lawyers on various topics including:

- Preparing your shareholders
- Preparing your agency
- Using a corporate finance adviser
- Types of buyer and their differences in approach
- Key negotiation issues
- The transaction process

#### **Data & Privacy: Is increased privacy regulation killing targeted advertising?**

**Tuesday 17 September 2019**

Whilst all the attention has been focussed on the GDPR, European legislators have been busy putting the finishing touches to the new E-Privacy Regulation. Together with the GDPR, the Regulation will have a significant legal and commercial impact on all forms of electronic marketing and digital advertising. This session will navigate the new rules and identify the challenges and opportunities for brand owners and their vendors, looking at the following issues:

- Now that the dust has settled, what has been the impact of GDPR on advertising and marketing since its implementation in May 2018?
- What is the impact of the new E-Privacy Regulation likely to be?
- What steps can brand owners and their agencies take to mitigate the commercial impact of these legal constraints?

#### **Social Media: Update on the legal and regulatory risks of influencer marketing**

**Wednesday 20 November 2019**

Regulators in both the United Kingdom and United States are taking an increasingly close interest in the activities of influencers. In this session, we will take stock of the recent developments and try to help you navigate a course between compliance and commercial success, focusing on issues including:

- The Competition and Markets Authority investigation into influencers
- It's not just about disclosures: Claim substantiation, testimonials and restricted sectors
- Lessons learned from the Federal Trade Commission's enforcement action
- Platform tools – are they the answer?

#### **To register**

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