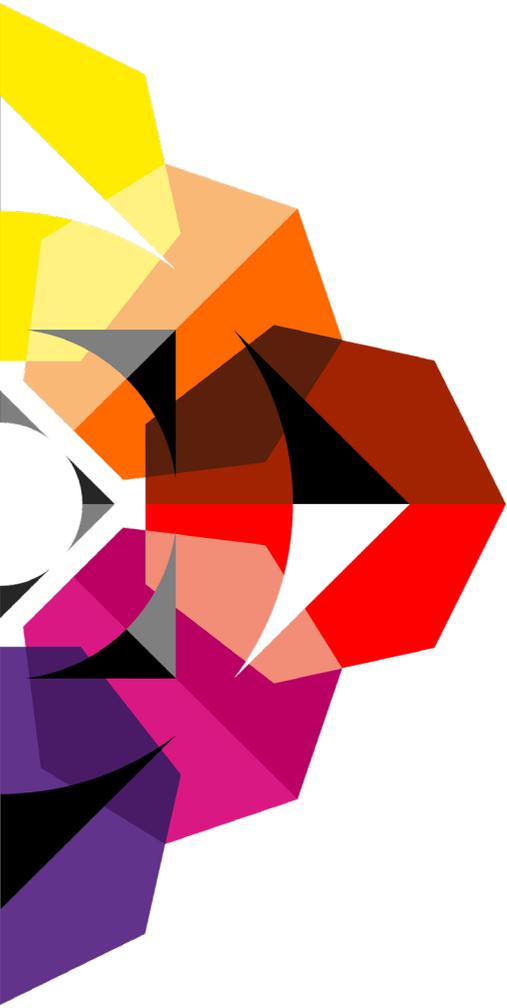


# Advertising & Marketing sector webinar series

## 2021



Lewis Silkin's Advertising & Marketing Group invites you to our 2021 webinar series covering topics for both marketing services agencies and brand owners.

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

**All our events are free of charge. Event timings are all UK time.**

### **Advertising & Marketing annual review: The highs and lows of 2020 and a look at what 2021 may bring**

**Tuesday 12 January 2021 (4.30pm-6pm)**

2020 saw unprecedented and unpredicted changes for the advertising and marketing industry. Join us for our Annual Review, where we'll take stock of 2020's key legal and regulatory developments, bring you right up to speed and look ahead to what the new year has in store for this exciting sector.

### **The new IR35 regime: April approaches**

**Thursday 14 January 2021 (9am-10.30am)**

The new IR35 regime will finally come into force this April following a year's delay. All businesses in the private sector who engage contractors will have to bear the risk of PAYE and NICs.

This practical session will discuss the new rules, what they are and how both end users and fee payers should be doing to get ready. We will discuss changes in the law and to HMRC guidance that have come about since the initial planned implementation in April 2020.

### **Flexible working and the modern office: How times have changed**

**Tuesday 23 February 2021 (9.30am-10.30am)**

With more and more companies introducing flexible working policies and remote working becoming ever more common, we discuss both the possibilities and the pitfalls to avoid and how the physical office plays a central role in creating a sense of collegiality, cohesion and culture both in and outside of the workplace. We will look into the future of work and how we expect companies to look and operate in the years ahead, as well as looking at recent examples, some to inspire and others to take as a cautionary tale. Advertising agencies rely on their people, so offering a more agile way of working, combined with a great physical space is fundamental in creating a culture in which employees can thrive and be at their most dynamic.

### **Ambush ahead of the Tokyo Olympics 2020**

**Wednesday 21 April 2021 (4.30pm-5.30pm)**

With the approach of the Tokyo 2021 Olympic and Paralympic Games we'll get you up to speed on the do's and don'ts of marketing in connection with the Games, understand what is meant by 'ambush marketing', when Olympic themed advertising will infringe legal rights and the impact of the new rules relating to the use of Olympians by their personal sponsors.

## Calling out, cancel culture and censure

Wednesday 19 May 2021 (9.30am-10.30am)

This webinar will consider the strategies and pros and cons of any available legal remedies in dealing with online public accusations and the ensuing reputational damage to individuals and businesses, often from anonymous posters.

## Navigating immigration issues in advertising campaigns

Wednesday 10 June (9.30am-10.00am)

While big budget advertising campaigns and overseas shoots begin to return to some level of normality, navigating COVID-19 and the related US entry ban remains challenging. Failing to include immigration at the forefront of any project planning can result in missed deadlines, lost clients and damage to future opportunities.

It is vital to implement a plan of action from the outset and be prepared for the steps required to ensure the best chance of delivering the brief. We will provide insight into the key immigration issues and considerations for both producers and ad agency executives and how to overcome these challenges.

### To register

E [events@lewissilkin.com](mailto:events@lewissilkin.com)

T +44 (0) 20 7074 8000

## Environmental, Social and Governance (ESG), and Diversity & Inclusion – now an integral aspect of investment and M&A in the sector?

Wednesday 06 October 2021 (9.30am-10.30am)

ESG issues, and diversity, are often cited by financial investors as key areas of focus when considering an investment. In fact, there are several funds that only invest in companies that can prove their ESG standards.

2020, with everything it entailed, from the Black Lives Matter movement and the reduction in carbon dioxide emissions as a result of the coronavirus to an increased focus on wellbeing and diversity, seemed to accelerate the focus on these areas. Our sector focussed panel will discuss the importance of these areas both for companies and their Boards, but also for potential buyers and investors. Will agencies who are behind the curve on ESG and diversity struggle to attract buyers and financial investors? Audience participation will be welcomed.

### Adlaw blog

Visit [adlaw.lewissilkin.com](http://adlaw.lewissilkin.com) to keep up with the latest advertising news, and enjoy insights from the experts here at Lewis Silkin (please see below). 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.

**Oz Watson** 28 May, 2021  
**Roll up, roll up. Win a prize, any prize!**  
My colleague Alex Meloy recently covered an ASA decision against the former Ex-on-the-Beach Chet Johnson. Chet had posted two stories...  
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**Geraint Lloyd-Taylor** 27 May, 2021  
**The Truth is Out There - Europe at War with Disinformation**  
The European Commission has published guidance about how it thinks the 2018 Code of Practice on Disinformation could be strengthened to...  
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**Brinsley Dresden** 27 May, 2021  
**Join us for our breakfast webinar: Navigating immigration issues in advertising campaigns**  
While big budget advertising campaigns and overseas shoots begin to return to some level of normality, navigating COVID-19 and the...  
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**Geraint Lloyd-Taylor, Alex Kelham** 26 May, 2021  
**Ofcom consults on advertising guidance for Video Sharing Platforms (VSPs)**  
Since 1 November 2020, new rules in the Communications Act 2003 have aimed to protect individuals from harmful content, including harmful...  
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**Brinsley Dresden** 23 May, 2021  
**Name Claim Pain**  
A recent Advertising Standards Authority decision highlights the danger for a brand that uses a claim in its name. The adjudication...  
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**Geraint Lloyd-Taylor, Brinsley Dresden** 21 May, 2021  
**Green claims: UK's CMA wants a more truthful environment**  
According to an EU study in 2014, more than half of UK consumers take environmental considerations into account when buying products...  
[Read More...](#)

**Jeff Greenbaum** 19 May, 2021  
**You're Invited: "Evolving Environmental Marketing Regulation" Webinar**  
On June 17th, the International Advertising Association is hosting a webinar, "Evolving Environmental Advertising Regulation." The...  
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**Brinsley Dresden** 18 May, 2021  
**Name Claim Pain**  
A recent Advertising Standards Authority decision highlights the danger for a brand that uses a claim in its name. The adjudication...  
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**Geraint Lloyd-Taylor** 14 May, 2021  
**Online Safety Bill published for pre-legislative scrutiny**  
The long-awaited Online Safety Bill has been published for pre-legislative scrutiny by the UK government. It follows the government's...  
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**Brinsley Dresden** 11 May, 2021  
**Gobsombed! Queen announces total ban for online HFSS ads and 9 p.m. watershed for TV ads.**  
When you read the Queen's Speech, it seems quite innocuous. "Measures will be brought forward to support the health and well-being of the...  
[Read More...](#)

**Brinsley Dresden** 11 May, 2021  
**Are you sitting comfortably? Then we'll begin. Register now for "Children's Data - A Global Perspective."**  
As children are spending ever more time online, protecting children's data and privacy reflects what the Information Commissioner's...  
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**Victor Timon** 5 May, 2021  
**Most ASA complaints continue to relate to misleading advertising**  
The Advertising Standards Authority for Ireland has issued its annual report. According to the report, the ASA received a total of...  
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**Adam Glass** 5 May, 2021  
**Advertising and Marketing webinar - Calling Out and Censure**  
We are at a point in time where individuals, institutions or businesses can be put under the most intense public pressure, criticism and...  
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**Sophie Jamieson** 29 April, 2021  
**Miscarriage policies in the**

**Brinsley Dresden** 29 April, 2021  
**Please join our GALA webinar: "International Perspectives on Key Issues in**

**Geraint Lloyd-Taylor, Brinsley Dresden** 30 April, 2021  
**ASA Annual Report 2020: Protection of children and young people remains ASA's top priority**

### 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).

Lewis Silkin is the UK member of:

