

Lawyers, Ads & Money
with a shot of SunnyD®!
Conference Agenda

8:00 - 8:30

Conference Registration

8:30 - 9:30

Breakfast featuring keynote speaker Rick Zimmerman, SVP of Marketing and Innovation, Sunny Delight Beverages Co.

9:30-10:30

Track 1 - It's Not Easy Bein' Green...or Charitable

100% Recyclable, Bio-Degradable, Carbon Neutral, Sustainable, Energy Efficient When can you make these "green" claims? What are the rules that need to be followed? This session will focus on the current trends in environmental marketing claims, along with the relevant laws, regulations and best practices.

Looking for a great pink bag? Well, did you know eBags donates 10% of the retail sales price of any pink product purchased on our site to Susan G. Komen for the Cure? The second half of this session will focus on the rules of the road when working with non-profit entities to promote products and service.

Track 2 - Advertising 101

Want a primer on the basics of advertising law? Or, perhaps you are new to this area and wondering why disclaimers are necessary. This session will focus on general fair advertising principals and what information is needed to support advertising claims.

The second half of this session will cover what you need to know about trademarks and copyrights. What's the difference between ® and TM, do you really need the ©, and is there a difference between filing a trademark at a state and federal level? All of this and more will be covered in this session.

10:30-11:30

Track 1 – The Obama Factor & FTC Update

What kind of changes and threats are looming with the new administration? Is the threat to eliminate or amortize the business tax deduction for advertising real? This session will focus on this question and other potential changes on the horizon.

Plus, come to this session for an update on the FTC's activities in the context of endorsements, behavioral advertising, food & beverage marketing to children, and privacy. We will give you

the information on the important changes that will impact how you market and promote products and services.

Track 2 - No Purchase Necessary. Liability Assumed.

Sweepstakes! So common yet always so complicated. Does it have to be that way? Come to this session to obtain an overview of the rules associated with sweepstakes, state registration & bonding requirements, necessary disclosures, and areas of risk. We will break it down for you and provide a fail proof, easy to follow process for making sure you get it right.

11:30-12:30

Track 1 - 2 Tweet, or Not 2 Tweet?

Have a Facebook group? Are you Twittering with customers? Or, perhaps, you just want the consumer to come up with a commercial about your product and give it to you. This session will cover everything you need to know about using social networking, consumer generated content and other interactive media as marketing tools. It's a new world, but are there any new rules?

Track 2 - BBB Advertising Review: A Quick Primer

Since its inception in 1912, BBB has been conducting advertising review. In short, "Advertising Review" might be best described as monitoring and challenging advertising according to a defined set of principles. In this presentation, Jason McGlone, Ad Review Specialist at Cincinnati's BBB will delve into the ins and outs of BBB's Code of Advertising and what the day-to-day work of an Ad Reviewer looks like.

12:30

Conclusion

Boxed lunches provided

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