FIFTH ANNUAL SOCIAL MEDIA LAW CONFERENCE
CUTTING EDGE PRACTICAL ADVICE FROM CANADA’S ADVERTISING LAW EXPERTS

The digital and social age demands immediate action and reaction. More than ever before, legal and marketing must work together in real-time to quickly and decisively navigate a social sphere that is littered with legal landmines that await the ill-prepared. From advertising and marketing platform integration, to understanding the interplay of anti-spam and privacy legislation in the digital world, to brand protection, to dealing with disasters and PR fallout – join us to learn the practical strategies that will help ensure your business is legally protected while, at the same time, allowing marketing to meet its objectives.

SPEAKERS

COURSE LEADERS
Daniel Cole, Associate, Gowling LaFleur Henderson LLP
Eric Macramalla, Partner, Gowling LaFleur Henderson LLP
Susan Vogt, Partner, Gowling LaFleur Henderson LLP

GUEST SPEAKERS
Christopher Oates, Associate, Gowling LaFleur Henderson LLP
Ed Majewski, Associate, Gowling LaFleur Henderson LLP
Melissa Tehrani, Associate, Gowling LaFleur Henderson LLP
Boyd Neil, SVP & Senior Digital Strategist, H+K Strategies Canada

COURSE HIGHLIGHTS

• Social Media Marketing – Avoiding the Pitfalls
• Brand Protection and IP Rights
• Engaging Quebec Consumers
• Canada’s Anti-Spam Law and Privacy Compliance – What You Need to Know
• Social Media and Employees – a Potentially Dangerous Mix!
• Social Media Crisis Management

REGISTER BEFORE MAY 8 AND SAVE $300!

Register online at www.lexpert.ca/cpdcentre
For more information, please contact Lexpert® Events at 1-877-298-5868
8:00 - 8:45
REGISTRATION AND BREAKFAST

8:45 - 9:00
INTRODUCTION
Susan Vogt

9:00 - 10:00
SOCIAL MEDIA MARKETING
Daniel Cole
• Platform Integration: Advertising and administering contests and other promotions on Facebook, Twitter, YouTube, Pinterest, Instagram and other social media platforms
• Mapping the Battlefield: Navigating minefields in the social sphere
• Preparing the Defense: The swords and shields used to limit liability
• Becoming an Opportunistic Social Soldier: Seizing opportunities to create social buzz for your brand

10:00 - 11:00
BRAND PROTECTION AND IP RIGHTS
Eric Macramalla
• Trademark enforcement across social media platforms
• Trademark and copyright challenges faced by brand owners
• Tips on how to protect and enforce intellectual property in the field of social media

11:00 - 11:15
REFRESHMENT BREAK

11:15 - 12:00
ENGAGING QUEBEC CONSUMERS
Melissa Tehrani
• How to run compliant contests in Quebec
• From Tweets to Facebook pages: How to stay on-side Quebec’s language laws when using social media
• Tips on using testimonials in social media
• Recent regulatory action and the prohibition against advertising to children

12:00 - 1:00
NETWORKING LUNCH

1:00 - 2:00
PRIVACY AND ANTI-SPAM LAW COMPLIANCE IN SOCIAL MEDIA
Chris Oates
• Collecting and using personal information through social media—What you see may not be what you get
• The application of Canada’s anti-spam law to Social Media—It’s not just email...
• Installing computer programs and applications: CASL 2.0
• Information transfers and responding to privacy breaches

2:00 - 2:15
REFRESHMENT BREAK

2:15 - 3:15
SOCIAL MEDIA AND EMPLOYEES – A POTENTIALLY DANGEROUS MIX!
Edward Majewski
• Social networking and employee obligations of confidentiality and loyalty
• Employer liability for employee social networking
• Discipline for off-duty social media misconduct
• “E-harassment” in the work environment

3:15 - 4:00
SOCIAL MEDIA CRISIS MANAGEMENT
Boyd Neil
Learn the art of dealing with social web disasters! Although some degree of fallout is inevitable, by avoiding dumb moves and being careful and creative about how you respond it’s possible to survive a social media crisis. Hear the practical tips that may just save your brand!

4:00
COURSE CONCLUSION WITH Q&A

REGISTER BEFORE MAY 8 AND SAVE $300!
Register online at www.lexpert.ca/cpdcentre
For more information, please contact Lexpert® Events at 1-877-298-5868
Susan Vogt is co-leader of Gowlings’ Advertising, Marketing and Regulatory Affairs National Practice Group and has been named one of Lexpert/American Lawyer’s Leading 500 Lawyers in Canada for the past few years. Her practice is focused on advertising and marketing law, including trade-mark, copyright, social media and privacy law issues. Susan specializes in contests and promotion law, the review of broadcast, print and digital ads, as well as packaging and labelling and the design and implementation of advertising campaigns and promotions. She is the co-author of Advertising and Marketing Law in Canada – now in its 5th Edition.

Eric Macramalla is a partner in Gowling Lafleur Henderson LLP’s Ottawa office. His practice focuses on trade-marks, domain name enforcement and portfolio management, and Internet-related legal issues, such as sponsored link advertisements, takedown requests and terms of use. He has extensive experience in the field of trade-marks, managing trade-mark portfolios, litigation and advising clients on their rights in Canada as well as abroad. Eric is also an arbitrator for dot-ca domain name disputes decided pursuant to the CIRA Domain Name Dispute Resolution Policy. Eric has authored a comprehensive chapter on Canadian law for the Oxford University Press publication, Domain Name Law and Practice: An International Handbook (2005) and he teaches at IPIC/McGill’s course, The Trade-marks Practitioner, An Advanced Course. Eric is also the TSN legal analyst, writer for Forbes and the host of the TSN radio show Offside: The Business and Law of Sports.

Daniel Cole is an associate in Gowlings’ Intellectual Property Group in the Toronto office, practising exclusively in the areas of advertising and marketing law. Daniel’s practice focuses primarily on contest design and review, automotive advertising, packaging and labelling and advertising copy review. He also advises clients on consumer protection law and the legal logistics of developing ecommerce platforms. A large part of Daniel’s practice involves advising on social media legal issues, including the design of targeted social media programs for a wide array of social media platforms, as well as drafting various social media policies and managing public relations concerns. With extensive experience in the social media arena, Daniel is able to help his clients navigate the complex and constantly evolving social media landscape. Daniel not only focuses on his clients legal needs, but also their business needs. He regularly works with client’s legal and executive teams to manage risk and streamline processes related to their advertising and marketing procedures. He is a frequent speaker on social media and advertising law, and was previously adjunct faculty at Osgoode Hall Law School.
Susan Vogt is co-leader of Gowlings’ Advertising, Marketing and Regulatory Affairs National Practice Group and has been named one of Lexpert/American Lawyer’s Leading 500 Lawyers in Canada for the past few years. Her practice is focused on advertising and marketing law, including trade-mark, copyright, social media and privacy law issues. Susan specializes in contests and promotion law, the review of broadcast, print and digital ads, as well as packaging and labelling and the design and implementation of advertising campaigns and promotions. She is the co-author of Advertising and Marketing Law in Canada – now in its 5th Edition.

Chris Oates is an associate in Gowlings’ Toronto office, practising in the area of privacy, advertising, marketing and regulatory law. Chris’s practice includes advising clients on privacy law, including drafting and reviewing privacy policies and advising on privacy in the context of social media, consumer marketing campaigns, electronic commerce and Canada’s new anti-spam legislation. His practice also includes all matters pertaining to direct-to-consumer marketing, including advertising and packaging copy review; contest design and review; advertising in social media; drafting and reviewing talent, media, and sponsorship agreements; open credit advertising; and regulatory law pertaining to foods, alcoholic beverages, cosmetics and drug products.

Melissa Tehrani

Melissa is an associate in Gowling Lafleur Henderson LLP’s Montréal office, practising in the area of advertising, marketing and regulatory law. Melissa’s practice covers a range of business activities with particular emphasis on consumer protection and language legislation. She advises national and international corporations with respect to their legal advertising, marketing, consumer protection and language legislation obligations in Québec. As such, Melissa’s main areas of practice include advertisement copy reviews and pre-approvals for print media, social media, radio, television and the Internet; contest promotions; packaging and labeling; children’s advertising; ACTRA and UDA matters; French language requirements; and privacy law.

Ed Majewski

Ed Majewski is a partner in Gowling Lafleur Henderson LLP’s Toronto office, practising in the advocacy department and specializing in employment and labour law. Ed advises employers on a broad range of employment issues, including pre-employment and hiring issues, employment contracts, workplace policies including social media policies, non-competition and non-solicitation agreements, dismissals and lay-offs, employment standards legislation compliance and human rights law obligations. Ed has appeared as counsel before all levels of court in Ontario. He also represents clients at various administrative tribunals, including the Ontario Labour Relations Board and the Human Rights Commission and Tribunal.

Boyd Neil

Boyd believes the social web has changed communications, marketing, reputation management, politics, journalism, democracy, personal relationships and ‘things’ irrevocably . . . and for the better. Not surprisingly, then, after nearly 10 years leading H+K’s national corporate communications practice and a total of 30 years as a corporate communications consultant, Boyd took on the role of building H+K Canada’s national social media practice. Over the past six years, Boyd has created and implemented social media and digital strategies for organizations in the oil and gas, financial, insurance, nuclear, packaged goods and non-profit sectors. And he has counseled many clients on managing social media crises and digitally-driven reputation assaults. He teaches social media at Ryerson University, Humber and Seneca College, is a respected long-term blogger and speaks frequently on social media trends and strategies including at such leading interactive industry conferences as SXSW, NXNE and HPX. Boyd has B.A., M.A. and M.B.A degrees from the University of Toronto.
Yes! Please register the following delegate(s) for FIFTH ANNUAL SOCIAL MEDIA LAW CONFERENCE

Mr. □ Ms. □ ____________________________________________ Title: ____________________________________________

E-mail: ____________________________________________ Telephone #: ____________________________________________

Company: ____________________________________________ Address: ____________________________________________

City: ____________________________________________ Province: ____________________ Postal Code: ____________________

Payment enclosed □ Payment to follow □ Invoice me □ Charge to my □ VISA □ AMEX □ MC □

Card#: ____________________________________________ CVV: ________________ Expiry Date:________________________

Cardholder’s Name: ____________________________________________ Signature: ______________________________________

All webcast participants will receive an online link to access the program materials as part of their registration fee.
In class participants material selection: □ Print □ Digital □ Both (an additional charge of $99 will apply)

(photocopy for additional delegates) Conference Code 150002

Select venue: □ Toronto □ Webinar

□ Early Bird Price
$1195 + applicable taxes

□ Regular Course Price
$1495 + applicable taxes

□ Public Sector Price
$1295 + applicable taxes

□ Webinar Price*
$995 + applicable taxes

*WEBINAR PRICE CLARIFICATION
Please note, these prices are on a per-person basis. For payment of the price for one person, only one individual is allowed to be logged in, and viewing at a time. To inquire about Group Rates, please see the contact information below.

DATE(S) AND VENUE(S):

TORONTO - June 8, 2015 - St. Andrews Club and Conference Centre
150 King St West, 27th Floor, Toronto, ON M5H 1J9
Telephone: 416-366-4228 Fax: 416-366-9347
www.standrewsclub.ca

ACCREDITATION

LAW SOCIETY OF BRITISH COLUMBIA
This program has been accredited by the Law Society of British Columbia for 5.5 hours towards the professional development requirement for certification.

LAW SOCIETY OF UPPER CANADA (CPD)
This program can be applied towards the 9 Substantive Hours of Continuing Professional Development (CPD) required by the Law Society of Upper Canada. Please note that this program is not accredited for Professionalism hours or for the New Member Requirement. Total hours 5.5

LAW SOCIETY OF NEW BRUNSWICK
This program has been accredited by the Law Society of New Brunswick for 5.5 hours towards the mandatory continuing professional development requirement.

LAW SOCIETY OF ALBERTA
For Alberta lawyers, consider including this course as a CPD learning activity in your mandatory annual Continuing Professional Development Plan as required by the Law Society of Alberta.

SPECIFICALLY DESIGNED FOR:
Senior Executives, Chief Marketing Officers and Corporate Counsel of:
• Advertising and Marketing Agencies
• Promotional Companies
• Retail and Manufacturing
• Automotive Industry
• Media, Publishing and Entertainment Companies
• Technology Providers, Software and Telecommunications

Vice Presidents and Directors of:
• Marketing and Advertising
• Brand and Product Marketing
• Client and Brand Strategy
• Interactive Marketing
• Media, Creative and Production
• Legal Counsel practising Advertising & Marketing Law, Entertainment Law, Product Liability, Intellectual Property, Computer & IT Law, Privacy, Charities/Not-for-Profit and Franchising Law

CONTACT US:
Web: www.lexpert.ca/cpdcentre
Call: Toll free 1-877-298-5868 or (416) 609-5868
Fax: (416) 609-5841 E-mail: register@lexpert.ca
Mail: Lexpert
One Corporate Plaza, 2075 Kennedy Road, 11th Floor
Toronto, ON, M1T 3V4
Attention: Marketing Events

REGISTER ONLINE: www.lexpert.ca/cpdcentre

Please make cheques payable to Lexpert
Registration fee includes the course, materials, breakfast, lunch and coffee breaks. Substitutions are granted with notification to Lexpert Events.

If this brochure is undeliverable to the addressee, then please forward to a Senior Executive or Corporate Counsel. (GST Reg # 897176350)

CANCELLATION AND REFUND POLICY:

Full refunds, less a $250.00 (plus applicable taxes) administration fee, will be given for cancellations received in writing 10 business days before the course start date. Unfortunately, refunds cannot be provided after this date. Substitution of delegates may be made at any time. Please note that Lexpert reserves the right to cancel any course deemed necessary and will, in such an event, make a full refund of registration fees paid. For reasons beyond the control of the course organizer, it may be necessary to change the subject agenda of the program and no liability is assumed for any such changes in content.

Please make cheques payable to Lexpert
Registration fee includes the course, materials, breakfast, lunch and coffee breaks. Substitutions are granted with notification to Lexpert Events.

If this brochure is undeliverable to the addressee, then please forward to a Senior Executive or Corporate Counsel. (GST Reg # 897176350)