FULLY ACCREDITED IN-CLASS PROGRAM & LIVE WEBINAR
Toronto, June 7 • Webinar, June 7

NAVIGATE THE LEGAL LANDMINES OF SOCIAL MEDIA
BRAND PROTECTION | SOCIAL MEDIA & DIGITAL MARKETING | CASL ENFORCEMENT

6th Annual Social Media Law:
Cutting Edge Practical Advice from Canada’s Advertising Law Experts

Course Leaders
Susan Vogt, Partner, Gowling WLG
Daniel Cole, Partner, Gowling WLG
Eric Macramalla, Partner, Gowling WLG

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COURSE LEADERS

SUSAN VOGT

Susan Vogt is co-leader of the Advertising and product regulatory group at Gowling WLG, and has been named one of Lexpert/American Lawyer’s Leading 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.

DANIEL COLE

Daniel Cole is a partner in the Toronto office of Gowling WLG, 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.

ERIC MACRAMALLA

Eric Macramalla is a partner in Ottawa office Gowling WLG. 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.

GUEST SPEAKERS

BETTINA BURGESS
PARTNER, GOWLING WLG

BOYD NEIL
SENIOR ASSOCIATE & SENIOR DIGITAL STRATEGIST H+K STRATEGIES CANADA

CHRISTOPHER OATES
ASSOCIATE, GOWLING WLG

MELISSA TEHRANI
ASSOCIATE, GOWLING WLG
PROGRAM OUTLINE

8:00 - 9:00 A.M.
REGISTRATION AND BREAKFAST

9:00 - 9:15 A.M.
INTRODUCTION

9:15 - 10:15 A.M.
SOCIAL MEDIA AND DIGITAL MARKETING
Daniel Cole
- Advertising and administering contests and other promotions on social media platforms
- Navigating minefields in the social sphere
- Capitalizing on the latest trends in digital marketing
- Practical tips to limit liability
- Seizing opportunities to create social buzz for your brand

10:15 - 11:15 A.M.
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

11:30 - 12:00 P.M.
LET’S GET #SOCIAL, QUEBEC!
Melissa Tehrani
- Engaging the young on social media? A few things to bear in mind...
- From #Tweets to Facebook pages: How to stay on-side Quebec’s language laws when using social media
- Tips on using testimonials on social media
- Recent regulatory action

12:00 - 1:15 P.M.
NETWORKING LUNCH

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1:15 - 2:15 P.M.
DATA, DEVICES AND SOCIAL MEDIA - PRIVACY AND ANTI-SPAM LAW COMPLIANCE
Chris Oates
- Collecting and using personal information on social media
- Behavioural advertising and targeted marketing
- The application of Canada’s anti-spam law to Social Media - It’s not just email
- CASL Enforcement - What we can learn from the enforcement to date

2:15 - 2:30 P.M.
REFRESHMENT BREAK

2:30 - 3:30 P.M.
EVERYONE’S DOING IT, INCLUDING YOUR EMPLOYEES: WHAT EMPLOYERS NEED TO KNOW ABOUT SOCIAL MEDIA.
Bettina Burgess
- Embarrassing posts may now result in significant financial liability: why employers should take note
- Disciplining for posts made during and after work: yes you can, but proceed with caution
- Your employee is on LTD, but they just tweeted from a night club: what do you mean I can’t fire him?
- The departed employee: a) who owns the posts? b) are posts advertising a new job/business a violation of restrictive covenants?

3:30 - 4:15 P.M.
DON’T DISMISS SLACKTIVISM - IT CAN HAVE A SHARP BITE
Boyd Neil

4:15 - 4:30 P.M.
COURSE CONCLUSION, QUESTION & ANSWER
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

ACCREDITATION

LAW SOCIETY OF BRITISH COLUMBIA
This program has been accredited by the Law Society of British Columbia for 5.25 hours towards the professional development requirement for certification.

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BARREAU DU QUÉBEC
The Barreau du Québec automatically recognizes the same number of hours for this training activity, as long as it has been accredited by another Law Society that has adopted MCLE.

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Call: Toll free 1-877-298-5868 or (416) 609-5868
Fax: (416) 609-5841
Email: For questions please contact lexpert.questions@thomsonreuters.com
for registration inquiries, please contact lexpert.registration@thomsonreuters.com
Mail: Lexpert, Marketing Events
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