

Global advertising seminar addresses 'Advertising Law and Self-Regulation'

The Global Advertising Lawyers Alliance (GALA) and Clearcast has announced a global advertising seminar in Amsterdam on 3 November 2016 on 'Hot topics in advertising law and self-regulation in the Netherlands and around the world', which will discuss critical advertising topics affecting advertisers and advertising agencies.



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The seminar will include sessions on 'taste and decency' and 'social media'. The seminar will be held from 2-5pm, followed by a cocktail reception at FCB Amsterdam.

"Although the general principles of the European self-regulatory codes are largely the same, individual countries can interpret them differently especially when it comes to areas such as taste and decency," said Danny Turner, business affairs manager at Clearcast. "This seminar will provide a glimpse of the differences in specific countries and highlight how there is almost never a 'one size fits all' approach when it comes to marketing to global audiences."

"As social media becomes one of the most important tools available to marketers today, it is critical for advertisers who are marketing across borders to understand the legal and cultural concerns that may impact their campaigns," adds Jeffrey A Greenbaum, GALA chairman and managing partner at Frankfurt Kurnit in New York.

Greenbaum and Clearcast head of business development, Kristoffer Hammer, will chair the event. The programme will also include special presentations by FCB Amsterdam CEO Jos Vis and Stichting Reclame Code Compliance Officer Fiona Vening. Additional speakers at the event include:

- Brinsley Dresden, Lewis Silkin (UK)
- Conor Griffin, Duncan Grehan & Partners Solicitors (Ireland)
- Kristoffer Hammer, Clearcast (UK)
- Ebba Hoogenraad, Hoogenraad & Haak (Netherlands)
- Daniel Haije, Hoogenraad & Haak (Netherlands)
- Niamh McGuinness, Clearcast (UK)
- Jan Ravelingien, Marx Van Ranst Vermeersch & Partners (Belgium)
- Elizabeth Trotzig, Swedish Ad Ombudsman (Sweden)
- Danny Turner, Clearcast (UK)
- Representative from the ARPP (France)

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