

Advertising & Marketing Law: Critical Updates, Key  
Developments and Current Trends

Business Law Section



Date:Thursday, October 10, 2024 | 9:00 am to 4:00 pm

Location:OBA Conference Centre  
20 Toronto Street, 2<sup>nd</sup> Floor, Toronto

This program contains:

0h 30m of **EDI content**

0h 30m of **Professionalism content**

5h 00m of **Substantive content**

The OBA has been approved as an Accredited Provider of  
Professionalism Content by The Law Society of Ontario.

Program Chairs:Dan Edmondstone, McMillan LLP

Michael I. Binetti, Affleck Greene McMurtry LLP

The OBA’s annual Advertising & Marketing Law program is back to bring you up to speed! Ensure you have the expertise to advise your clients on how to effectively advertise and market their business without getting tripped up by legislative and regulatory hurdles. Get up-to-date on the ever-evolving field of advertising and marketing law, as you gather critical insights and key strategies from our exceptional faculty. Navigate the current trends and enhance your understanding of key developments in marketing and advertising law, including:

- Analysis of the recent Amendments to the *Competition Act*
- Recent changes, case law updates and litigation trends around environmental claims and greenwashing
- Latest updates in Ad Standards’ rules and procedures and practical guidance on navigating these changes
- Examining the unique aspects of advertising in the automotive sector, including legal considerations and ensuring compliance and effective marketing strategies.
- And much more

Register now and stay at the forefront of the latest regulatory developments, legislative amendments, and emerging trends!

9:00am	Welcome and Opening Remarks	<ul style="list-style-type: none"><li>• case law update and litigation trends</li><li>• risk management and best practices</li></ul>
9:05am	<b>Developments and Changes in Ad Standards Rules and Processes</b> <a href="#">Shelley Samel</a> , Ad Standards	
9:45am	<b>Competition Act Amendments</b> <a href="#">Ian Macdonald</a> , Gowling WLG	
10:20am	Networking Break	
10:35am	<b>Drip Pricing under the <i>Competition Act</i></b> <a href="#">Saeid Kermani</a> , Assistant Professor of Marketing Trent University <a href="#">Michael Osborne</a> , Cozen O'Connor <a href="#">Jonathan Hood</a> , Senior Counsel, Competition Bureau Legal Services Our expert panel will delve into analysis of <i>Cineplex</i> case and surrounding issues such as role of behavioural economics in the law. They will also provide critical insights on impact of latest amendments and what to expect going forward.	<b>Automotive Advertising</b> <a href="#">Jeff Donnelly</a> , Chief Consumer Protection Officer, OMVIC <a href="#">Greg Jarvis</a> , Legal Counsel, General Motors <a href="#">Dan Edmondstone</a> , McMillan LLP <ul style="list-style-type: none"><li>• latest guidelines and case law developments</li><li>• key compliance issues and consequences of non-compliance</li><li>• OMVIC issues and priorities</li><li>• automotive industry issues under the <i>Competition Act</i></li></ul>
11:45am	<b>Keynote Address</b> <a href="#">Josephine Palumbo</a> , Deputy Commissioner, Deceptive Marketing Practices Directorate, Competition Bureau	2:00pm
12:15pm	Networking & Lunch	2:50pm
1:10pm	<b>Environmental Claims and Greenwashing</b> <a href="#">Linda Visser</a> , Siskinds LLP <a href="#">Janine MacNeil</a> , McMillan LLP <a href="#">Michael Binetti</a> , Affleck Greene McMurtry LLP <ul style="list-style-type: none"><li>• discussion of recent amendments, expansion of private rights of action and new obligations</li></ul>	Networking Break
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