

## **OBA** | Professional Development

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

**Business Law Section** 

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

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 upto-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

9:05am Developments and Changes in Ad Standards Rules and

Shelley Samel, Ad Standards

9:45am Competition Act Amendments

Ian Macdonald, Gowling WLG

10:20am Networking Break

10:35am Drip Pricing under the Competition Act

Saeid Kermani, Assistant Professor of Marketing

Trent University

Michael Osborne, Cozen O'Connor

Jonathan Hood, Senior Counsel, Competition Bureau Legal Services

Our expert panel will delve into analysis of Cineplex 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.

11:45am Keynote Address

Josephine Palumbo, Deputy Commissioner, Deceptive Marketing Practices Directorate, Competition Bureau

12:15pm Networking & Lunch

1:10pm Environmental Claims and Greenwashing

Linda Visser, Siskinds LLP Janine MacNeil, McMillan LLP Michael Binetti, Affleck Greene McMurtry LLP

> discussion of recent amendments, expansion of private rights of action and new obligations

- case law update and litigation trends
- risk management and best practices

2:00pm Automotive Advertising

Jeff Donnelly, Chief Consumer Protection Officer, OMVIC Greg Jarvis, Legal Counsel, General Motors Dan Edmondstone, McMillan LLP

- latest guidelines and case law developments
- key compliance issues and consequences of noncompliance
- **OMVIC** issues and priorities
- automotive industry issues under the Competition

2:50pm Networking Break

3:05pm Building a Distinctive Brand in Today's Ever-Changing **Environment** 

**Brenda Plowman**, Global Marketing and Business

**Development Leader** 

Sandeep Tatla, Global Diversity, Equity and Inclusion Leader

It is more important than ever to build your professional brand in a way that is authentic to you/your firm and is consistent with the needs and expectations from diverse clients. This panel will focus on the strategies and skills needed to develop a distinctive brand by:

- understanding client needs, gathering feedback, and collaborating with colleagues across the firm.
- prioritizing the client voice to build trust and establish a unique value proposition.
- tangible ways to build trust across diverse clients to ultimately move to a more inclusive way of practicing.

4:00pm Closing Remarks/Program Concludes

PROGRAM REGISTRATION IS ONLINE www.oba.org/pd