

Advertising & Marketing Law: What’s New, What’s Next

Business Law

Date: Thursday, October 09, 2025 | 9:00 am to 4:00 pm

Location: OBA Conference Centre 20 Toronto Street, 2nd Floor, Toronto

Agenda: 8:30 am Registration
9:00 am Program Commences
4:00 pm Program Concludes



In person



Webcast



This program is eligible for up to 6h 00m of Substantive Content
The OBA has been approved as an Accredited Provider of Professionalism Content by The Law Society of Ontario

Get your essential update on the latest legal developments and compliance strategies in Advertising and Marketing Law at this essential annual event. 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.

Gain critical insights and key strategies from our exceptional faculty into the most pressing issues in the industry, including:

- Keynote speaker: Josephine Palumbo, Deputy Commissioner of Competition, Competition Bureau Canada
- The latest from Ad Standards: disputes, consumer complaints, updates and guidance
- The new private enforcement: what we’ve seen since the provisions came into effect in June 2025
- Environmental advertising: new obligations; new risks
- The rise of "maple washing"
- And more

Register now and gain timely insights into emerging trends, regulatory changes, and risk management.

Program Chairs: **Michael I. Binetti**, Affleck Greene McMurtry LLP
Janine MacNeil, McMillan LLP

9:00am	Welcome and Opening Remarks	As brands increasingly seek to align with Canadian identity and values, a growing trend has emerged, where such claims may be exaggerated or misleading. Understand the potential legal risks and regulatory implications and get guidance on compliance and best practices.	
9:05am	Current Overview: Sources, Risks & Common Pitfalls Sarah Mavula , Baker McKenzie LLP Laura White , Mercedes-Benz Canada A practical overview of current framework, focusing on key legal sources, regulatory frameworks, and industry standards. Get up to speed on common compliance pitfalls, legal risks, and enforcement trends.	2:00pm	Drip Pricing and Behavioural Economics: Practical Applications Saeid Kermani , Assistant Professor of Marketing Trent University Laura O’Laughlin , Analysis Group Anita Banicevic , Davies Ward Phillips & Vineberg LLP Our expert panel will examine how these economic concepts can inform assessments of consumer impact, shape arguments around liability, and influence the quantification of damages.
10:00am	Networking Break	2:55pm	Networking Break
10:15am	Ad Standards Update: Consumer Complaints & Advertiser Disputes Yamina Bennacer , Ad Standards Dan Edmondstone , McMillan LLP Meredith Ashton , Home Depot of Canada Inc. Join us for this timely update on recent trends in consumer complaints, key advertiser disputes and resulting implications for compliance and risk management.	3:10pm	Minimizing Risk in Price and Environmental Advertising Kelly Harris , Harris + co. Evie Bouras , McCarthy Tetrault LLP Building on key concepts discussed earlier in the day, gather best practices and practical strategies for reducing legal and regulatory risk when making price representations and environmental claims in advertising.
11:05am	Private Enforcement and Greenwashing: What to Expect Michael I. Binetti , Affleck Greene McMurtry LLP Matt Hulse , EcoJustice Antonio Di Domenico , Fasken Martineau DuMoulin LLP With new private enforcement provisions in effect, the landscape for advertising and marketing law is poised for significant change. Explore the anticipated impact of these reforms, with a focus on greenwashing claims and the growing potential for class actions.	4:00pm	Closing Remarks/Program Concludes
12:00pm	Networking Lunch		
1:00pm	Keynote Address by Josephine Palumbo , Deputy Commissioner of Competition, Competition Bureau Canada		
1:30pm	The Rise of Maple Washing Janine MacNeil , McMillan LLP		

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Questions? pd@oba.org