

Seminar Invitation

Digital Advertising Compliance in a Dynamic Landscape

In the ever-evolving digital marketing landscape, small business owners often find themselves navigating a complex environment of rules and legalities when trying to promote their businesses online. Join Amy Bishop, our resident expert on commercial and intellectual property matters, at our upcoming seminar, where she'll explore the intricacies of online advertising and share her knowledge about the relevant laws that will equip you with the information you need to ensure your activities online are legally compliant.

During this session, Amy will explore:

- Copyright issues to be aware of when creating your promotional material
- Complying with aspects of the Australian Consumer Law
- Avoiding trade mark infringement
- Spam, personal information and use of data for direct marketing
- Navigating aspects of social media
- Overview of some special rules:
 - o Disclosures and transparency required for influencer marketing
 - o Advertising of therapeutic goods
 - o Promotion of financial products

We look forward to you joining us.

Date & Time

Thursday, 25 July 2024

1:00pm - 2:00pm

Venue

DW Fox Tucker Lawyers

L14, 96-100 King William Street

Adelaide SA 5000

Cost

No charge (lunch provided) -
event provided compliments of
DW Fox Tucker Lawyers

RSVP

Monday, 22 July 2024

e: events@dwft.au

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Our Presenter

Amy Bishop

Special Counsel

DW Fox Tucker Lawyers

Amy is a pivotal component of both our intellectual property and corporate & commercial teams, with a wealth of knowledge in commercial, corporate, consumer, IP and privacy law, and the added skill set of being a registered trade mark attorney for Australia and New Zealand. Her impressive array of legal skills, family business background and ability to establish honest and friendly working relationships has seen her become a champion of the small-medium business community. Amy can advise on issues including intellectual property disputes, protection of business assets, privacy issues, the establishment of trusts, companies and not-for-profit organisations and compliance with consumer and labelling laws, to name just a few.