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American Conference Institute's 2nd Annual Summit on Digital Advertising Compliance: Social Media, Sweepstakes, & Promotions

Practical tools for maintaining legal and regulatory compliance for all your social media and promotional practices

September 9 - 11, 2013
DoubleTree Suites by Hilton Times Square • New York, NY

KEYNOTE ADDRESS



Allison Hendrix
Attorney, Platform Operations
Facebook Inc. (Palo Alto, CA)

Hear Industry Insights From:

CARU	MasterCard Worldwide
CBS Interactive	MLB Advanced Media
Coca-Cola	The Nature Conservancy
Dell Inc	NBCUniversal Media, LLC
Fox Broadcasting Company	Ogilvy & Mather Worldwide
Google	PrizeLogic
Hasbro, Inc.	Turner Broadcasting System, Inc.
H&R BLOCK	Unilever
Kayak	Wal-Mart Stores, Inc.
LEGO	
Marden Kane Inc	

Frame the details of your company's promotional and social media activities during this comprehensive program. Top digital advertising practitioners will teach you how to:

- **CRAFT** a Kid-Friendly Sweepstakes in Light of the FTC's COPPA Expansion
- **DEVELOP** promotions across multiple social media platforms
- **EXPLORE** hidden liability dangers involved with employee use of social media sites
- **IMPLEMENT** a monitoring and review process to prevent inappropriate User Generated Content
- **ALIGN** privacy policies with sweepstakes and contests
- **TAKE ADDED PRECAUTIONS** under the revised .com disclosures to avoid running amok of FTC testimonial guidelines

Pre-Conference Workshops: September 9, 2013

- A** Sweepstakes Regulatory Boot Camp: Devising a 50-State Game Plan: Practical Strategies for Navigating Unique Bonding and Registration Requirements While Keeping up With Changing State Laws
- B** Rules Drafting Session: "Many Will Enter, Few Will Win:" Developing Best Practices for Sweepstakes and Promotions Rule Drafting

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“ Social media advertising revenues will grow from \$2.1 billion in 2010 to \$8.3 billion in 2015, representing a compound annual growth rate of 31.6 percent. ”

Who You Will Meet:

- In-house counsel and Business Executives Responsible for:
 - Social Media
 - Digital Marketing/Communications
 - Sweepstakes, Contests, Promotions
 - Corporate Communications
 - Interactive Marketing
 - Entertainment/Sports/Media
 - Emerging Technologies
 - Brand Management and Development
 - Consumer Engagement
 - Crisis Communications
 - Public Relations
 - Intellectual Property
 - Privacy
- Outside Counsel who specialize in:
 - Advertising
 - Marketing
 - Retail Law
 - Entertainment/Sports/Media
 - Privacy
 - Intellectual Property
 - Technology and Digital Media



According to Brandwatch, each day, there are 3.2 billion interactions on Facebook, 500 million tweets posted, and 5 million images uploaded to Instagram.

Are you maximizing your company's digital advertising use?

Facebook, Twitter, Instagram and Vine are all the rage in online media as billions of people worldwide take to these platforms to connect with friends and brands. Today's marketers look to social media technologies as innovative and cost-effective ways to reach their targeted audiences while also achieving branding and marketing communication goals. However, these rapidly evolving technologies continue to present legal challenges for promotional lawyers. By attending [American Conference Institute's \(ACI\) 2nd Annual Summit on Digital Advertising Compliance: Sweepstakes, Promotions & Social Media](#), September 9 -11, 2013, you will have the opportunity to hear from leading executives who have successfully kept up with these changes to implement successful social media promotions.

FTC Chairwoman Ramirez Signifies a Focus on COPPA Enforcement

As smart phones become a more widely used method of interaction among children, there is an increasing concern for privacy protection. Congress and the FTC are tackling this concern in a very real and impactful way, and you must be prepared for forthcoming changes. Chairwoman Ramirez has stated that the FTC values the big stick it carries and wants to "emphasize the importance of enforcement." Ensure that your social media promotions are COPPA compliant.

Ensure Your Company is Abiding by the .com Disclosures

Hear directly from advertising experts involved in the FTC's roundtable discussions on mobile app disclosures. It is more critical than ever that your company's disclosures are clear and conspicuous on all devices and platforms that consumers may use to view the ad. Learn how to follow the updated guidelines, given the spatial and technological limitations of various platforms and gadgets.

Pre-Conference Workshops Give You a Headstart on Conference Learning

ACI is proud to present two pre-conference workshops. Workshop A will provide attendees a **50-State Game Plan** to navigate the unique bonding and registration requirements of different states, giving participants an opportunity to drill down into the complexities of federal and state sweepstakes laws.

Workshop B will provide an in-depth **Rules Drafting** session, giving the participants a hands-on approach to writing sweepstakes rules, directly from the attorneys responsible for writing this language.

Attend this comprehensive two day event to get the most up to date guidance on developing compliant sweepstakes campaigns utilizing new media platforms. *Both days of the program not applicable to your practice?* No problem – register for a one-day pass! This event features separately bookable components to best fit your time, budget, and practice constraints. Register now by calling 1-888-224-2480, faxing your registration form to 1-877-927-1563, or visiting us online at www.americanconference.com/digitaladvertising.

Join the **ACI: Advertising Law** group on LinkedIn for program updates.

Kind Regards,

Stacey B. Evans, J.D.
Senior Conference Director

MONDAY, SEPTEMBER 9, 2013

PRE-CONFERENCE SWEEPSTAKES REGULATORY BOOT CAMP

9:00 a.m. – 12:00 p.m. (registration will begin at 8:15 a.m.)

Devising a 50-State Game Plan: Practical Strategies for Navigating Unique Bonding and Registration Requirements While Keeping up With Changing State Laws



Rebecca Davis

Assistant General Counsel
Wal-Mart Stores, Inc. (Bentonville, AR)



Kristy Tompkins

Associate General Counsel - Sam's Club
Wal-Mart Stores, Inc. (Bentonville, AR)



Mary Dalton Baril

Partner
McGuireWoods LLP (Richmond, VA)

When conducting a sweepstakes, contest or promotion, in-house and outside counsel are seriously challenged by the magnitude of applicable federal and state laws, bonding and registration requirements, and tax implications. Failure to be an expert on these elements can cost your company hundreds of thousands of dollars in fines, and cause your sweepstakes to be pulled mid-campaign for noncompliance. This **Sweepstakes Regulatory Boot Camp** is designed as a primer for the content to be covered during the main conference. Speakers will take a deep dive into the state-by-state requirements, with a focus on:

- Distinguishing between a sweepstakes, a contest and a lottery
- Identifying the bonding, registration and insurance triggers

- Posting a bond in an amount equal to the offered prize
 - specific state requirements including NY and FL
- Complying with designated waiting periods before the promotion commences
- Drafting rules that comply with disclosure requirements in states where the sweepstakes will be registered
- Analyzing new state laws affecting internet cafes and sweepstakes rooms
- An update on current and proposed legislation relevant to your national promotional endeavors
- Understanding both the company and consumer tax consequences for prizes over \$600 in value

12:00 Networking Lunch for Delegates Attending both Workshops A and B

PRE-CONFERENCE RULES DRAFTING

1:30 p.m. – 4:30 p.m. (registration will begin at 12:45 p.m.)

"Many Will Enter, Few Will Win:" Developing Best Practices for Sweepstakes and Promotions Rule Drafting



G. Carol Brani

Partner
Womble Carlyle Sandridge & Rice, LLP
(Raleigh, NC)



Pamela M. Deese

Partner
Arent Fox LLP (Washington, DC)



David O. Klein

Partner
Klein Moynihan Turco LLP
(New York, NY)

The explosion of the Internet and the increasing number of mediums on which companies are expected to run sweepstakes has led to great confusion, as the rule requirements for online platforms are not entirely clear. This workshop will allow you to drill down into the specific rules when drafting sweepstakes, contests and promotions. Expert speakers will provide attendees with sample rules and allow participants to see what language companies are using, as well as specific examples of disclosures that comply with the FTC's dot.com rules. You will take a deep dive into the nuances of rules drafting and learn how to:

- Analyze with specificity what to include in the rules
- Determine if copyright clearances need to be acquired pre-submission

- Comply with ever-changing, platform-specific posting guidelines
- Develop rules that apply cross-platform
- What to consider when reviewing contest submissions
- Review examples of rules that led to malcontent or legal action
 - printing errors
 - avoiding public relations backlash
 - failure to state necessary disclosure language (i.e., no purchase necessary)
- Work with a third party sweepstakes company in order to draft rules
- Inform consumers how to claim their prize
- Keep rules current with new state or federal legislation

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Wendy Tyler

Head of Sales, American Conference Institute

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w.tyler@AmericanConference.com

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ACI certifies that this activity has been approved for CLE credit by the State Bar of California in the amount of 12.25 hours. An additional 3.0 credit hours will apply to participation in either of the pre-conference workshops.

You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

Questions about CLE credits for your state? Visit our online CLE Help Center at www.americanconference.com/CLE.

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TUESDAY, SEPTEMBER 10, 2013
FOCUS ON SWEEPSTAKES, CONTESTS & PROMOTIONS

7:30 **Registration and Continental Breakfast**

8:30 **Co-Chairs' Opening Remarks**



Jim Dudukovich
Marketing Counsel
Coca-Cola North America (Atlanta, GA)



Ryan Garcia
Legal Director
Dell Inc (Round Rock, TX)

8:45 **Kid-Tested, Parent Approved: Crafting a Kid-Friendly Sweepstakes in Light of the FTC's COPPA Expansion**

Hientrinh Le
Senior Attorney, Digital Media
Hasbro, Inc. (Pawtucket, RI)



Cameron Nixon
Managing Attorney, Games & Promotions
Hasbro, Inc. (Pawtucket, RI)



Angela Tiffin
Senior Attorney
Children's Advertising Review Unit (New York, NY)

- Analyzing how COPPA and its 2012 update apply to sweepstakes and contests
- Determining what information you can collect from children under 13, and what you can do with the information you collect
- When do you need verifiable parental consent?
- Understanding when the one-time contact exception applies to sweepstakes and contests
- How to use "email plus" to obtain parental consent that will meet COPPA requirements
- The types of parental notice required by COPPA, and what each type of notice must contain
- How COPPA affects your contracts with promotions agencies
- Ensuring that rules are appropriate for the age group you are targeting
- Establishing the parent's role in the sweepstakes or contest when the entrant is a child
- Additional standards that apply when sweepstakes or contest entrants are under 12
- Learning what the CARU red flags are and how to avoid them
 - displaying information about prizes in ways that minors can easily understand and identify with
 - ensuring disclosures meet CARU's standards

9:45 **There's a Mobile App for That: Avoiding Legal Pitfalls While Leveraging New Trends in Mobile Apps and Promotions**



Terese L. Arentz
Partner and Co-Chair, Promotional Marketing and Advertising Practice Group
Moritt Hock & Hamroff LLP (Garden City, NY)



Jeremy Pomeroy
Partner
Pomeroy + Prieur LLP (New York, NY)

- Understanding the FTC's mobile disclosures and how they relate to your sweepstakes promotions
- Creating an interactive and cutting edge experience for your customers
 - QR code scavenger hunts
- Embracing new and emerging technologies through the use of in-game advertising and free to play games
- Explaining clearly what data is being captured through the use of an app or QR code
- Ensuring that a free method of entry is still available to avoid consideration problems stemming from smart phone data usage or app download fees
- Increasing your company's use of mobile optimized sites and location based services
- Dealing with patent issues that have not presented themselves in other mediums
- Making all material disclosures as you would in a non-mobile sweepstakes
- Incentivizing customers for frequently accessing your app
- Linking sweepstakes submissions with loyalty programs
- Tracking the number of mobile entries to determine the success of an app-based program
- Determining how to track promotion entrants via mobile channels and online channels

10:45 **Morning Coffee Break**

11:00 **Reducing Legal Risks and Advertisers' Liability Through Effective Monitoring of Online Contest Submissions and User Generated Content**



Divya Jayachandran
Counsel | Intellectual Property & Promotions
NBCUniversal Media, LLC (New York, NY)



Katherine Nordberg
Senior Vice President, Legal Affairs
Fox Broadcasting Company (New York, NY)



Adam Rubin
Associate General Counsel
PrizeLogic (Southfield, MI)



James G. Gatto
Partner
Pillsbury Winthrop Shaw Pittman LLP (McLean, VA)

- Outlining the standards of conduct for posting materials on the site in conjunction with a sweepstakes, contest, or promotion
 - how are disclosures displayed?
- Adapting the rules to the type of interaction companies are having with their loyal customer base
- Counseling the marketing department on the logistical and legal challenges associated with how submissions will be received and posted
- Aggregating submissions received across multiple platforms
- Implementing a monitoring and review process to prevent inappropriate content
- Ensuring that any claims posted are substantiated
- Dealing with the element of public voting
 - minimizing the risks of fixed votes and hacking
- Analyzing what constitutes consideration when a consumer spends time to create a video
 - does the contest leave too much to chance?



12:30 **Networking Lunch for Speakers and Attendees**

1:30 **It's a Data Minefield: Reconciling a Consumer's Desire for Privacy with the Company's Need to Build Its Target Audience**



Sarah Horvitz
Senior Counsel
MLB Advanced Media (New York, NY)



Max G. Sorensen
Corporate Legal Counsel
LEGO (Denmark)



Sunni Yuen
Associate Corporate Counsel
Google Inc (New York, NY)



Nick Johnson
Partner
Osborne Clarke (London, United Kingdom)

- Aligning privacy policies with sweepstakes and contests
 - ensuring that info collected is consistent with company privacy policy
 - complying with notice requirements
- Outlining whose privacy policy governs
 - platform; third party host
- Knowing when a consumer's participation on a social media site indicates the giving up of privacy rights
- Reconciling U.S. privacy requirements with international privacy laws
 - developing a cross-border promotional campaign
- Preparing for the FTC's new privacy initiatives
 - developing other ways to gather information or engage customers
- Being CAN SPAM compliant with all data collected
- Protecting the sensitive consumer info collected on a winner's affidavit
- What are the privacy implications for sites like Foursquare that allow customers to "check in" at a location?
- Balancing a company's information storage practices with state data breach notification laws
- Understanding data security requirements for sweepstakes entries
- Determining the length of time that a company can hold on to data

2:50 **Afternoon Refreshment Break**

3:00 **Stand for Something: Integrating Cause Marketing into Sweepstakes, Contests and Promotions**



Cathy Mulrow-Peattie
Vice President, Counsel
Worldwide Marketing and Loyalty Solutions
MasterCard Worldwide (Purchase, NY)



Lakshmi Sarma Ramani
Senior Attorney-Corporate Services
The Nature Conservancy (Arlington, VA)



Edward B. Chansky
Shareholder
Greenberg Traurig, LLP (Las Vegas, NV)

- Ensuring that both the company and the charity are integrated into one seamless campaign
- Forecasting issues that could come up that would reflect badly on one or both partners and how your company will respond to these issues
- Identifying more than one partner to expand their reach and opportunities
- Conducting a due diligence analysis to check the nonprofit's ratings for governance, transparency and dollar amount it allocates to charity
- Defining the legal limits on charitable "raffles" and sweepstakes
 - avoiding traps under state laws
 - sweepstakes laws apply even to charities
 - risks and best practices when linking a sweepstakes to a charitable donation
- Understanding what defines a commercial co-venture and a commercial solicitor
- Identifying regulatory requirements for cause marketing
 - different state regulations
 - determining what should and should not be in the contract
 - differentiating between a sweepstakes and a promotion
 - registration requirements for sponsors and charities
 - disclosure requirements
 - tax implications
- What are the new and emerging forms of cause marketing and how are they regulated?
 - donation of reward points
 - public voting on where donation gets made
 - prize for biggest fundraiser
- How can you drive positive sentiment in a way that is relevant and meets the requirements?

4:15 **Convergence 2.0: Developing Promotions Across Multiple Social Media Platforms**



Marty Glavin
Senior Vice President, Digital
Marden Kane Inc (Garden City, NY)



Brian L. Heidelberger
Partner and Chair, Advertising, Marketing,
and Privacy Law Group
Winston & Strawn LLP (Chicago, IL)

- Best practices for creating promotions that can withstand different and sometimes conflicting site guidelines
- Creating a seamless contest experience across all mediums
- Ensuring your promotions are compatible with the technology of each platform
- Mitigating the inherent risks of rules omissions and errors when simultaneously posting to multiple sites
- Benchmarking how other companies are handling each unique platform
- Discerning the liability and regulatory implications at the evolving intersections between media, marketing, technology, distribution, commerce, privacy and communication
- Determining how to use emerging sites like Instagram and Vine
- Building promotions that allow for multiple entry points to give consumers the entry point where they want it, not just where the brand wants to build

5:00 **Focus on Sweepstakes, Contests & Promotions Concludes**

WEDNESDAY, SEPTEMBER 11, 2013 FOCUS ON SOCIAL MEDIA, BUSINESS & THE LAW

7:30 Registration and Continental Breakfast

8:30 Co-Chairs' Opening Remarks



Jim Dudukovich
Marketing Counsel
Coca-Cola North America (Atlanta, GA)



Ryan Garcia
Legal Director
Dell Inc (Round Rock, TX)

8:45 Policing Your Intellectual Property in an Ever-Evolving Virtual Space



Rachel Ruskin
Assistant General Counsel
Turner Broadcasting System, Inc. (Atlanta, GA)



Susan M. Freedman
Senior Counsel
Roberts Mlotkowski Safran & Cole P.C. (McLean, VA)

- Taking a very close look at what is being posted and who owns the right to that content
- Adapting federal copyright law to challenges presented by these social media platforms
- Balancing company desire to stay with the online trends versus maintaining a certain level of risk aversion
- Best practices for policing platforms for brand violations and scams
- Analyzing the DMCA and what protection it offers to sites like Pinterest and Instagram
 - filing a takedown notice with the copyright office
- Determining when the use of a "pin this" button constitutes contributory infringement
- Understanding company liability for items that users post
- Ensuring that the company does not create a false sense of relationship when posting photos or links
- Minimizing consumer confusion over posted products and what company those products belong to
- Removing imposter accounts
- Changing brand management policies to allow for certain uses of company intellectual property
- Figuring out the liability of companies for profiles set up by employees and affiliates
 - protecting the company from trademark infringement or derogatory comments made by an employee about a competitor
- Enforcing your intellectual property rights against someone who arguably is not making a commercial use of the person
 - selective enforcement
- Analyzing site specific dispute resolution processes

9:45 FOCUS ON FACEBOOK - KEYNOTE ADDRESS



Allison Hendrix
Attorney, Platform Operations
Facebook Inc. (Palo Alto, CA)

10:45 Morning Coffee Break

11:00 Mitigating the Risks and Unintended Consequences of Employee Social Media Use While Remaining NLRA Compliant



Alexander Nemiroff
Shareholder
Ogletree Deakins (Philadelphia, PA)



David S. Rubin
Partner
Nutter McClennen & Fish LLP (Boston, MA)

Facilitated by:



Ryan Garcia
Legal Director
Dell Inc (Round Rock, TX)

- Exploring hidden liability dangers involved with employee use of social media sites - both in and out of the workplace
- Analyzing recent NLRB decisions to determine when (if ever) it is okay to fire someone under the company social media policy
- Setting limits on employee's social media activities without impinging on the employee's protected concerted activities
- Implementing effective policies to avoid liability from recommendations and positive comments about employees made on social media sites
- Permissible monitoring of employee use of social media activity - including off duty activity - and being able to take effective and defensible action
- Establishing clear records of ownership of social media accounts and access before the critical employee leaves the company
- Best Practices for training and consistently enforcing social media policies
- What constitutes appropriate discussion on Facebook and other social networks?
- Ensuring that employees are able to freely communicate with one another to discuss wages, benefits and working conditions
- Understanding the NLRA and its implications on social media platforms
- Drafting a carefully-enforced anti-harassment and confidentiality/non-disclosure policies will protect a company's interests while avoiding the extreme scrutiny now directed by the NLRB to social media rules
- Determining the right level of social media investigation in the hiring process
- Minimizing the risk of litigation stemming from social media discrimination

12:15 Networking Lunch for Speakers and Attendees

1:30 Making Effective Disclosures in Digital Advertising: Integrating the FTC's Updated .com Disclosures and Endorsement Guidelines



Ann Hirsch
Senior Marketing & Regulatory Counsel
Unilever (Englewood Cliffs, NJ)



Yvonne M. Imbert-Garraton
Dir., Business & Legal Affairs
CBS Interactive (Ft. Lauderdale, FL)



Linda A. Goldstein

Partner and Chair, Advertising, Marketing & Media Division
Manatt, Phelps & Phillips, LLP (New York, NY)

Facilitated by:



Jim Dudukovich

Marketing Counsel
Coca-Cola North America (Atlanta, GA)

- Abiding by the same consumer protection laws as traditional media advertisers
- Ensuring that the disclosure is clear and conspicuous on all devices and platforms that consumers may use to view the ad
- Exploring how to follow the updated guidelines, given the limitations of various platforms and gadgets
- Advising clients to avoid using hyperlinks for disclosures that involve product cost or certain health and safety issues
 - labeling unavoidable hyperlinks as specifically as possible
- Taking added precautions with “share” functionality to avoid running amok of testimonial guidelines and material relationship disclosure requirements
- Contracting with celebrity endorsers and determining how specific the endorser will be when tweeting and posting claims
 - working a social media component into endorsement deals
- Creating an atmosphere of transparency
 - disclosing not only employee affiliation, but third party affiliations as well
 - sponsored blogs
- Forcing bloggers to abide by the FTC’s Endorsement and Testimonial guidelines
 - implementing independent blogger contracts
- Analyzing enforcement actions for disclosure requirement violations and what is triggering FTC investigations
- Minimizing your liability when you are unaware of postings
- Understanding your obligation to monitor what bloggers are doing and what they are saying
- Investigating potential product hazards that are posted on social media sites

2:45

Afternoon Refreshment Break

3:00

Don’t Bury Your Head In the Sand: Crisis Communications in an Era of “Got to Have Information”



Benjamin Berman

Deputy General Counsel
Kayak (Norwalk, CT)



Scott Gulbransen

Director, Social Business Strategy
H&R BLOCK (Kansas City, MO)

- Understanding the need for a well-executed crisis communication plan
- Establishing ties with influencers to help distribute the correct and helpful information
- Mitigating the risks of information that goes viral
- Managing the push and pull between the communications and legal teams
- Crowdsourcing situational information from affected locals on the ground
- Winning back the trust of your company’s core audience
- Anticipating potential crises before they happen

- Responding to the negative reviews, posts and tweets made by consumers
 - why are they angry? How can you fix it?
 - knowing when to disengage
- Correcting incorrect information that could be harmful to consumers
 - removing videos that may have incorrect product instructions
 - investigating potential defects and hazards reported via social media sites to minimize harm to other consumers
- Releasing official statements when a spokesperson for one of your products has done something illegal, unethical or immoral
- Setting up “digital listening posts” to help learn about the bad things people are saying about the company
- Ensuring you have a firm grasp on the issues being raised before responding
- Taking the conversation off-line: one-to-one conversation via email or phone
- Developing consistent messaging across all channels, online and off
- Learning from companies who have responded poorly in a crisis situation
- Is it ever a good idea to go “silent” on social media?

4:00

Social Media ROI: Measuring and Optimizing Your Marketing Investment



Lori Dicker

EVP Group Head, social@ogilvy
Ogilvy & Mather Worldwide (Chicago, IL)



Dennis Yu

Chief Executive Officer
BlitzMetrics (Portland, OR)

- Measuring buzz in order to get more accurate return-on-investment analysis for all media
- Determining what content and sharing trends are leading to sales
- Understanding the cross-channel effects – the impact of multi-touch attribution
- Measuring the value of an impression, like, comment, share, check-in, and referral
- How to present social ROI metrics to the board in a way that makes financial sense
- Driving more sustainable and repeat traffic to your website
- Marketing effectively to key influencers through custom promotions, contests and sweepstakes campaigns
- Reviewing the results of a social media promotion
 - where did the entrants come from?
 - what time of day did they enter?
 - what ad drew them to promotion?
- Ascertaining the measurability of how many times a tweet results in a sale
- Utilizing social media to increase soft metrics, such as brand trust
- Building a url with a unique tracking code
- Monitoring share of conversation to determine web mentions of your brand or product
- Rewarding consumers for level of engagement
- Investing in tools that provide adequate data visualization

5:00

Focus on Social Media, Business & the Law Concludes



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Practical tools for maintaining legal and regulatory compliance
for all your social media and promotional practices

September 9 - 11, 2013 • DoubleTree Suites by Hilton Times Square • New York, NY

Hear Industry Insights From:

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Facebook	The Nature Conservancy
Fox Broadcasting Company	NBCUniversal Media, LLC
Google	Ogilvy & Mather Worldwide
Hasbro, Inc.	PrizeLogic
H&R BLOCK	Turner Broadcasting System, Inc.
Kayak	Unilever
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Contract Administrator, Social Media



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<input type="checkbox"/> Focus on Sweepstakes + 1 Workshop <input type="checkbox"/> I will attend Sweepstakes Regulatory Boot Camp <input type="checkbox"/> I will attend Rules Drafting Session	\$1995	\$2095	\$2295
<input type="checkbox"/> Focus on Social Media + 1 Workshop <input type="checkbox"/> I will attend Sweepstakes Regulatory Boot Camp <input type="checkbox"/> I will attend Rules Drafting Session	\$1995	\$2095	\$2295
<input type="checkbox"/> One-Day Registration <input type="checkbox"/> I will attend Focus on Sweepstakes <input type="checkbox"/> I will attend Focus on Social Media	\$1395	\$1495	\$1595

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You must notify us by email at least 48 hrs in advance if you wish to send a substitute participant. Delegates may not "share" a pass between multiple attendees without prior authorization. If you are unable to find a substitute, please notify **American Conference Institute (ACI)** in writing up to 10 days prior to the conference date and a credit voucher valid for 1 year will be issued to you for the full amount paid, redeemable against any other ACI conference. If you prefer, you may request a refund of fees paid less a 25% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the conference date. **ACI** reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by **ACI** for changes in program date, content, speakers, or venue.

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