

4-4-2011

Advertising and Media Law "Spring Rush": Are YOU In?

New York Law School



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Advertising as we know it has morphed into multiple formats in the past few years, all in an effort to engage and capture the consumer in ways it never has before. Learn about how everything from brand integration to social media and user generated content, to multi-national advertising campaigns has put the consumer in the driver’s seat and keeps advertising attorneys on their toes.

Monday, April 4, 2011
New York Law School, 185 West Broadway
Events Center, 2nd Floor

Panels:

2:00 p.m.–3:00 p.m.: Getting the Most Bang Out of a Social Media Boom

3:00 p.m.–4:00 p.m.: Rolling Out a Multi-National Advertising and Promotional Campaign

4:00 p.m.–4:15 p.m.: Break

4:15 p.m.–5:15 p.m.: The Genius Behind Brand Integration, Brand Recognition, and Fantastic Tie-Ins

5:15 p.m.–6:15 p.m.: Networking Reception

Confirmed Panelists:

David Binkowski, Executive Vice President, Digital Marketing, Lippe Taylor

Jeffrey Greenbaum, Frankfurt Kurnit Klein & Selz

Theodore Lazarus, Senior Counsel, Google

Joseph Lewczak, Davis & Gilbert

Dan Malasky, Senior Counsel, Professional Tennis, United States Tennis Association

Michael Rubin, Social Media Strategist, Fifth Third Bank

Kesari Ruza, Senior Counsel, HBO

Iris Temple, Counsel, Legal Affairs, Rainbow Media Holdings LLC

Christine Whittemore, Chief Simplifier, Social Media Marketing Consultant, Content Marketing Strategist at Simple Marketing Now LLC

CLE credit available. RSVP to naomi.allen@nyls.edu by March 30, 2011.

