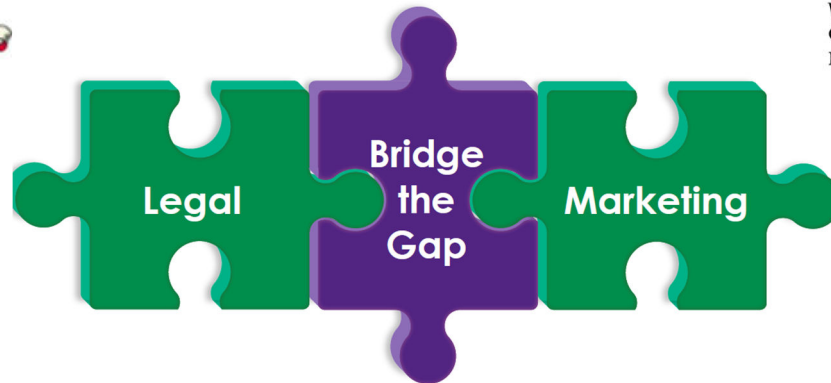




THE CITY OF LONDON SOLICITORS'
COMPANY



WORSHIPFUL
COMPANY of
MARKETORS



Tuesday 15th June, 6-7.15pm, via Zoom

Do you think that Marketing comes up with crazy ideas that border on breaking the rules and it's the Legal Team who prevent reputational damage and expensive litigation? Or do you think that lawyers constrain exciting, imaginative and innovative ways of promoting the product?

In **part one** of this joint session between the Company of Marketors and the Solicitors' Company we will explore this issue and look at ways to create a new reality, one that bridges the gap between these two professions.

Speakers:

Laura Graves, European Promotions, the Kellogg Company

Oliver Bray, Senior Partner, RPC Lawyers

Chaired By Jeremy Stern, CEO PromoVeritas

For **part two** of our Marketing meets Legal, we will have an interactive session that will allow you to judge where edgy advertising might just step over the edge. We will show a series of marketing communications that led to an Advertising Standards Authority complaint. Can you identify what the issue was? And do you think the complaint was upheld?

REGISTER FREE:

https://us02web.zoom.us/meeting/register/tZ0rdO2prj4vEtaPjuptEfzZ_EHd3LjXvTIs