

Connecting the Dots: An Advertising Law Symposium

Agenda

TUESDAY, MARCH 11, 2014

8:00 am - 8:30 am **Registration**

Concurrent Session Option I

8:30 am - 9:30 am **Eggs and Ethics**
Randal M. Shaheen, Esq.

Concurrent Session Option II

8:30 am - 9:30 am **Bagels and Broadcasters**
Amy Ralph Mudge, Esq.
Ndidi A. Oriji, Esq.
Chyrsse Spathas, Esq.

9:30 am - 11:30 am **Litigating an Advertising Case**

Honorable Timothy C. Batten, Sr.
Roger A. Colaizzi, Esq.
Randall K. Miller, Esq.
Jessie F. Beeber, Esq.

11:30 am - 1:00 pm **Lunch Keynote with David C. Vladeck**

David C. Vladeck, Esq.

1:00 pm - 2:00 pm **The Regulatory Road Ahead in 2014**

Leonard L. Gordon, Esq.
Tom Cosgrove, Esq.
Jane M. Azia, Esq.
David C. Vladeck, Esq.



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Agenda continued

TUESDAY, MARCH 11, 2014

2:00 pm - 2:45 pm **Studies, Surveys and Substantiation –
Oh My**

Randal M. Shaheen, Esq.
Richard Cleland, Esq.
Dr. Gary Ford
Tom Rosholt

2:45 pm - 3:00 pm **Break**

3:00 pm - 3:45 pm **Navigating your Way through Social
Media**

Amy Ralph Mudge, Esq.
Laura Brett, Esq.
Claudia A. Lewis, Esq.
Suzanne Fay Garwood, Esq.
Maura A. Marcheski, Esq.

3:45 pm - 4:15 pm **Advertising with the Stars**

Penelope Barnett, Esq.
Melissa Landau Steinman, Esq.

4:15 pm - 4:45 pm **Some Direct Talk about Direct
Marketing**

Xenia “Senny” Boone, Esq.
Ellen Traupman Berge, Esq.

4:45 pm - 5:15 pm **This Panel is brought to you by...**

Po Yi, Esq.

5:30 pm - 7:00 pm **Cocktail Reception**

