

Navigating Social Media (Legally) — How to keep your agency (and clients) out of trouble

TUESDAY, DECEMBER 1, 4-5PM ET

Please join Sublime & The Advertising Club of Connecticut, an organization dedicated to promoting creative, educational and socio-economic ventures throughout the advertising and marketing community for our latest event.

As part of our professional development series, Russell Anderson, a corporate and marketing law attorney at Pullman & Comley, will provide an update on how social media marketing and the law intersect.

Russ will answer your questions about how to use social media to get your clients' messages out without creating unwanted problems.

For example, Russ will explore:

How do you contract with and supervise social media influencers?

Can you use that new viral meme?

How can you run a social-media based sweepstakes/contest?

How should my client react to an online troll?

And many more!

AD CLUB CT

Meet Russell Anderson

*Corporate & Marketing Law Attorney
Pullman & Comley*

Russ Anderson is a partner and corporate attorney at Pullman & Comley and has particular expertise assisting clients in the marketing, market research, software and healthcare industries. In his marketing law practice, Russ assists agencies and brands structure compliant advertising campaigns and promotions and provides trademark and copyright registration and advice. He also helps agencies to negotiate fair agreements with their clients and vendors to avoid potential pitfalls. Russ is a member of the American Association of Advertising Agencies (the 4As) Legal Affairs Committee.



Please join us for our fifth webinar series which starts

**Tuesday, December 1 at 4PM titled
"Navigating Social Media (Legally) – How to keep your agency
(and clients) out of trouble."**

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Member fee \$20; non-member fee \$30.

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