

Russell Anderson Presents on Navigating Social Media Legally for the AD Club of CT's Professional Development Series

November 6, 2019 | 8:00 a.m. - 10:00 a.m.

Pullman & Comley's Hartford Office

Event Sponsor: AD Club of Connecticut

As part a professional development series for the AD Club of Connecticut, attorney Russell Anderson will present *Navigating Social Media (Legally) – How to keep your clients and agency out of trouble*. Russ will discuss how social media marketing and the law intersect and answer questions about how to use social media to get your clients' messages out without creating unwanted problems.

As a member of Pullman & Comley's Business and Finance practice, Russ assists clients to structure compliant advertising and promotions, including sweepstakes and contests. He has experience in negotiating agreements between advertisers and agencies and is a member of the American Association of Advertising Agencies Legal Affairs Committee.

The discussion will address such questions as:

- 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?
- Can my client trademark a hashtag?
- What can my client do about an online troll?

Wednesday, November 6, 2019

8:00 a.m. - 8:30 a.m. - Registration and Breakfast

8:30 a.m. - 10:00 a.m. - Presentation and Q&A

Pullman & Comley

90 State House Square, 14th Floor

Hartford, CT 06103-3702

pullcom.com  [@pullmancomley](https://twitter.com/pullmancomley)

BRIDGEPORT
203.330.2000

HARTFORD
860.424.4300

SPRINGFIELD
413.314.6160

WAKEFIELD
401-360-1533

WATERBURY
203.573.9700

WESTPORT
203.254.5000

WHITE PLAINS
914.705.5355

Russell Anderson Presents on Navigating Social Media Legally for the AD Club of CT's Professional Development Series

For more information or to register for the program, please visit the AD Club of CT's website.

Professionals

Russell F. Anderson

Practice Areas

Business and Finance