



## RELATED PRACTICE AREAS

Advertising and Marketing  
COVID-19 Resources

## WEBINARS

### Town Hall #4: Advertising And Marketing Issues During The COVID-19 Era And Beyond

## DATE

May 26, 2020

1 p.m.-2 p.m. (Eastern)

## SPEAKERS



**Brian J.  
McGinnis**  
Partner

In the fourth session of this series, join attorneys from Barnes & Thornburg's Advertising and Marketing Practice Group as they provide guidance on another set of issues to be aware of during the COVID-19 pandemic, including potential pitfalls related to:

- Maintaining relevance by joining conversations in social media, including using trending hashtags and interacting with users
- Executing contests, sweepstakes, offers, and other tactics in response to rapidly changing consumer sentiment
- Cause marketing and charitable promotions
- Privacy, regulatory, and other concerns related to each of the above

The Town Hall will be a one-hour session, including Q&A. We welcome your questions when you register or during the session itself.

1.0 hour CLE credit pending.

Questions? Contact Siara Reyes at [sreyes@btlaw.com](mailto:sreyes@btlaw.com) or 317-231-7211.