

Marketing Legislation

Interactive Seminar

29 July 2009

Crowne Plaza Johannesburg - The Rosebank



www.kr.co.za



stefan vos marketing regulation advisers (pty) ltd

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HUMAN CAPITAL REVIEW

As a marketer, brand manager or advertising agency you need to be aware of and understand all the legal requirements and best practices affecting the environment in which you operate. If you do not comply with these legal and ethical requirements, it is inevitable that you will not only damage your brand and company reputation, but will also harm the relationship with your customers.

There are various legal requirements to take into account: the new Consumer Protection Act was signed into law earlier this year; last year new amendments to the Competition Act were approved; and not to forget the inevitable use of intellectual property in marketing and advertising campaigns. These are just a few to keep in mind!

Knowledge Resources is proud to present an interactive seminar around marketing and advertising legislation. We have carefully selected and invited top legal experts to discuss the latest legal and regulatory developments affecting marketing. This seminar will be highly interactive with in-depth discussions around each session, which will give you the opportunity to ask your burning questions and make sense of how these regulations affect your specific industry and marketing strategy.

Do not miss this opportunity to equip yourself with up-to-date knowledge and to engage with some of the most prominent industry experts. This is a great platform for you to be part of the discussions!

WHO SHOULD ATTEND?

- Marketing managers and executives
- Brand managers and executives
- Advertising managers and executives
- Advertising agencies
- Brand and marketing consultancies
- Legal advisors
- Small business owners

KEY OUTLINES

- New Consumer Protection Act and the effect on marketing and advertising
- The Advertising Standards Authority as a tool for brand protection
- Marketing and advertising: inevitably use of intellectual property
- Clever marketing strategies — good for business or contraventions of the Competition Act?
- Labeling and advertising of food and beverages: a legal and self-regulatory perspective
- Marketing on the social Web: legal considerations for digital marketers

Each session will be followed by a Q&A session. This will allow all delegates to ask their specific questions and speakers will also be able to share more practical examples.

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

Date Venue

29 July 2009 Crowne Plaza Johannesburg - The Rosebank

Registration fee

R 3 500 (including VAT)

The above registration fee includes lunch and refreshments, parking and seminar material.

Special Offer

GROUP DISCOUNT Register 3 delegates and the 4th delegate attends free of charge!

SPECIAL DISCOUNT for NGOs, ACADEMICS AND SMALL BUSINESSES! Contact us for more information.

About Knowledge Resources

Our focus is to bring you high-quality conferences, seminars and skills-building workshops that will add value in terms of knowledge and skills. The aim is to provide extremely good value for the time and money clients have invested.

Our expertise lies in knowledge about the various disciplines within business and management as well as the knowledge needs of the tertiary, public and private sectors. Event topics are carefully selected to cater for South African needs, without discarding international standards.

Our event titles are researched, practical and case study-related, ensuring we bring our clients up-to-the-minute information, at the same time providing first-rate networking opportunities with leading business colleagues and executives. We surpass on providing our clients with a business knowledge experience!

Added value to enhance your knowledge...

Each delegate will be entitled to 25 % discount off the subscription rate for the following online magazines:



This online magazine offers articles that are authoritative and strategic by nature and they will provide fresh and original viewpoints to HR professionals. Focus will be shifted to International perspectives with specific implications for the HR practitioner in Africa. www.humancapitalreview.org



This online magazine focuses specifically on the Education, Training and Development fields and it features articles that are current and original. Articles are written by leaders in the ETD field and, although the articles are in depth, the emphasis will be on practical application. www.etdonline.org

08:15 – 08:30 WELCOME & INTRODUCTIONS

08:30 – 09:15 New Consumer Protection Act – application for marketing & advertising

Angela Itzikowitz, Director: Edward Nathan Sonnenbergs & Professor: WITS

The new Consumer Protection Act was signed into law earlier this year. Angela will explain the new act in detail and also look at what it means for marketing & advertising.

09:15 – 09:35 Q&A session: Consumer Protection Act

09:35 – 10:20 Clever marketing strategies - good for business or contraventions of the Competition Act?

Jocelyn Katz, Director: Competition department, Edward Nathan Sonnenbergs

This session will explore the basic principles of Competition Law and how it applies to business in South Africa. The discussion will then go on to explore specific competition law concerns that arise in the context of the advertising and marketing industries with a specific look at tying arrangements, loyalty programmes and marketing document creation in terms of the Competition Act. Jocelyn will look specifically at relevant case law including the SAA case, the Microsoft cases and the Senwes case, and how the Competition Authorities approached these issues.

10:20 – 10:40 Q&A session: Competition Act

10:40 – 11:00 MORNING BREAK

11:00 – 11:45 The Advertising Standards Authority as a tool for brand protection

Gail Schimmel, Clear Copy

A guide to how the ASA works, what the basic rules are, and how businesses can utilize the ASA most effectively to protect their brands.

11:45 – 12:05 Q&A Session: The Advertising Standards Authority

12:05 – 13:00 LUNCH

13:00 – 13:45 Marketing and Advertising: Inevitably use of intellectual property

Hugh Melamdowitz, Partner, Spoor & Fisher

Every advertisements and marketing strategy will, inevitably, have to deal with intellectual property. Whether a jingle is created, a brand is defined or an innovative marketing strategy adopted, copyright usage and brand infringement must be considered.

- » What is intellectual property?
- » What is copyright?
- » What is musical work?
- » What is a literary work?
- » What is a concept?
- » What is a trade mark?

13:45 – 14:05 Q&A Session: Intellectual Property Law

14:05 – 14:15 AFTERNOON BREAK

14:15 – 15:00 Labeling and advertising of food and beverages: a legal and self-regulatory perspective

Stefan Vos, Director, Stefan Vos Marketing Regulation Advisers (Pty) Ltd

This session will look at comparing the current advertising and labeling regulations with the draft regulations proposed by the Department of Health, and to evaluate the self-regulatory code on food and beverage advertising to children.

15:00 – 15:15 Q&A Session: Food and Labeling

15:15 – 16:00 Marketing on the social Web – legal considerations for digital marketers

Paul Jacobson, Web and digital media lawyer, Jacobson Attorneys

16:00 – 16:15 Q&A Session: Marketing on the social Web

16:15 WRAP-UP AND CLOSE OF SEMINAR

Registration fee

R 3 500.00

The above registration fee includes VAT, lunch and refreshments, parking and seminar material.

TERMS AND CONDITIONS

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

'SOMETHING HAS COME UP AND I CANNOT ATTEND...'

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a **substitute** delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may **transfer** at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may **cancel** your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, **no refund or credit** can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip
Nedbank Cresta
Account No.: 1913164489
Branch Code: 191305
FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.

Special Offer

- » Register 3 delegates and the 4th delegate attends **FREE OF CHARGE!**
- » Enquire about our specials for small businesses, NGO's and Academics!

Registration Methods

- » Register online GO TO www.kr.co.za
- » Fax completed registration form to 011 880-8700 / 9829
- » Phone Maxine Pretorius on 011 880-8540
- » Email completed form to maxine@knowres.co.za

Once payment has been made please fax through proof of payment with the events name written in the top right-hand corner

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received.

Booking made by

Phone Email

Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Name Title

Designation

Phone Fax

Cellular Email

Company

Company VAT Number

Postal Address

Postal Code

DELEGATE 2

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 3

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 4

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 5

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

Card No. CCV No.

Amount (All prices include VAT)

Date Signature