



Social Networking: Delving Deeper into the Legal Complexities

A repeat of last years well attended conference

*Learn how to use social media to the best
professional advantage*

London - 23 April 2012
6 CPD Hours



OUTLINE

Following on from last September's highly successful Social Networking conference, this event delves deeper into the difficult legal issues involved with this highly complex and multi-faceted subject. With speakers, all of whom are experts in their respective fields, covering a wide range of topical and complex issues, this conference will appeal to all those who need to keep on top of this difficult and technical topic.

The subjects to be covered are: ■ Advertising and Social Media ■ Best Practice for Developing Social Media Policies ■ Social Networking Security the Legal Issues ■ Social Media, Social Networking and Social Business for Law Firms ■ Social Media Marketing ■ Data Protection and Social Media ■ Future Trends in Social Networking.

CHAIRMAN/SPEAKERS

CHAIRMAN: **Andrew Sparrow** is the author of 7 books on Commercial Internet law and winner of the national Lawyer Awards for best use of multimedia in the law. He is founder of Lecote Solicitors the London based niche New Media law firm. Andrew is a regular speaker on New Media law around the world including the Cannes Film Festival and the European Commission.

Dr Sam De Silva is a Partner and the Head of Technology and Outsourcing at leading UK law firm, Manches LLP. His main areas of practice are technology and business process outsourcing and technology projects. He has acted for both customers and service providers in the private and public sector. He has been published widely, speaks regularly on outsourcing and technology law topics and is the Chairperson on the Law Society's Technology and Law Reference Group.

Hazel Grant is a partner with Bristows. She is an IT lawyer, specialising in public procurements and information law. She advises on data protection compliance, including compliance audits and data transfers and responses to data security breaches. Hazel is an editor of the Encyclopedia of Data Protection and Privacy, and a contributing editor for the *Encyclopedia of Information Technology Law*.

Paul Jordan is a partner with Bristows and is an advertising and marketing lawyer advising on brand protection. His experience includes advising on: global IP protection; global brand restructuring; passing off disputes; brand launches; and the defence of ASA and PhonepayPlus investigations. He has been widely published, including in the leading advertising industry guide - Ad Law - published by the Institute of Practitioners in Advertising.

Chrissie Lightfoot is the CEO of EntrepreneurLawyer Limited. She advises law firms globally on personal marketing, branding, sales and social media. The (London) Times newspaper recently reported Chrissie as one of the Top Ten Best Legal Tweeters. Chrissie is a non-practising solicitor, an entrepreneur, regular international keynote speaker and an author, best noted for her groundbreaking book *The Naked Lawyer: RIP to XXX - How to Market, Brand and Sell YOU!* (2010) published by Ark.

Andy Lucas is a partner in the technology law group at Field Fisher Waterhouse. He specialises in all aspects of non-contentious computer law. Prior to joining the legal profession he developed databases for companies in Australia, Hong Kong and the UK. He currently advises a number of government departments on large scale outsourcings as well as private customers and suppliers of IT services. He is a regular speaker at IT seminars and other events.

Simon Stokes is a partner and head of Blake Laphorn's London technology and IP practice. He advises advertising agencies and corporate clients on technology, advertising and marketing law. He is also the author of several books on copyright law including *Digital Copyright Law and Practice* now in its 3rd edition (Hart Publishing 2009) and is news editor for the Computer and Telecommunications Law Review (Sweet & Maxwell).

Oliver Weiss, is a senior solicitor with Blake Laphorne. Oliver advises both employers and employees in connection with various contentious and non-contentious employment issues. His expertise includes complex employment status and discrimination claims in the employment tribunal as well as High Court claims involving the enforcement of restrictive covenants relating to unfair competition and confidentiality.

PROGRAMME

- 9.00 Registration and Coffee
- 9.30 Chairman's Welcome and Introduction
Andrew Sparrow, Lecote
- 9.45 Consequences of Non-Compliance
- The explosion of social media campaigns - The good, the bad and the ugly
 - Increased interest from the regulators - The roles of the Advertising Standards Authority and the Office of Fair Trading considered
 - Practical tips - how to handle the "buzz"
Paul Jordan, Bristows
- 10.30 Best Practice for Developing Social Media Policies
- Considering the reasons why a policy is required: what are the business objectives?
 - Taking a strategic approach to a social media policy
 - Interplay with other policies and agreements
 - Practical drafting tips
Dr Sam De Silva, Manches LLP
- 11.15 Coffee
- 11.30 Social Networking Security the Legal Issues
- APIs - what are they and why legal controls are vital?
 - Security threats on social networks, the legal remedies
 - Contracts for security testing of your social network - what you need to know?
 - Compliance issues - what the law requires regarding recording keeping?
Andy Lucas, Field Fisher Waterhouse
- 12.15 ROAR! Social Business Rocks. Opportunities & Benefits Roll
- The role of the 'naked lawyer', present and future
 - Why does social media, social networking and social business matter?
 - What your clients really really want and where you'll find them online - what does recent research tell us about present and future trends and drivers?
 - What are the 3 key steps to attracting and keeping clients when using social media, social networking and engaging in social business?
 - How do you use SM, SN and SB effectively to get results on the bottom line?
 - What are the opportunities and benefits to be had when you engage in SM, SN & SB?
Chrissie Lightfoot, EntrepreneurLawyer Limited
- 1.00 Lunch
- 2.00 Crowd Funding using Social Networks
- What is crowd funding?
 - What is it being used for?
 - What are the regulatory constraints?
 - Can they be overcome?
Andrew Sparrow, Lecote
- 2.50 Data Protection and Social Media
- Best practice in social media policies for employees
 - Compliant customer marketing through social media
 - Revisions to the DP Directive and impact on social media
Hazel Grant, Bristows
- 3.40 Tea
- 3.55 Social Media: Practical HR and Commercial Aspects
- Social media (Linkedin, Twitter, Facebook) in the workplace- statistics; increase in usage and need for increased regulation
 - Social media and employment law: misconduct through use of social media
 - Social media and employment law: evidence of misconduct through use of social media-tool for investigation;
 - Social media and employment law: unfair competitive activity through use of social media after termination of employment
 - Practical commercial tips for a successful social media campaign:
 - getting the advertising agency contract right
 - protecting IPR and customer data
 - sectoral specific regulation and consumer law
 - managing internal HR aspects
Simon Stokes and Oliver Weiss, Blake Laphorn
- 4.45 Chairman's Concluding Remarks and Questions
- 5.00 Conference Close

BOOKING FORM

Please return your completed registration form to:
The Registrar, Central Law Training Ltd, Wrens Court,
52-54 Victoria Road, Sutton Coldfield,
Birmingham B72 1SX
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