SPEAKING ENGAGEMENT

Lessons from the Trenches | Michael B. Silverstein

ANA Masters of Advertising Law Conference

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Speakers: Michael B. Silverstein

Huntington Beach, CA

The marketing team needs an answer by end of day. The claim isn't fully substantiated. The campaign is already in production. Sound familiar? This fireside chat brings together in-house counsel who've lived it to talk about the practical realities of advising advertising teams under real-world conditions. Expect an honest conversation about managing risk without slowing down the business, building credibility with teams that don't always understand what you do, and the judgment calls that never make it into a CLE outline.