



Mastering Law's New Frontier®

21st Century Legal Challenges for Advertising and Marketing in the Caribbean: the impact of Intellectual Property Rights, Social Media & Privacy

An Inaugural Caribbean Advertising and Marketing Law Seminar, Kingston, Jamaica

Provisional Programme

Thursday March 1, 2018

Jamaica Pegasus Hotel

Kingston, Jamaica 8:30am – 4:30pm

8:30 a.m. **Registration Opens**

9:00 – 9:20 **Welcome, Introduction & Opening Remarks**

Dr Beverley Morgan (Chairman)

Head | The Competitiveness Company | Jamaica

Mrs. Dianne Daley McClure

Intellectual Property Partner | Foga Daley | Attorneys-at-Law

Mr. Jeffrey A. Greenbaum

Global Chairman | Global Advertising Lawyers Alliance (GALA) |

Managing Partner | Frankfurt Kurnit Klein & Selz PC | New York, USA

9:20- :10:10 **Perspectives on Advertising Regulation in Jamaica: Traditional Framework and Current Challenges – Moderator | Mr. Oral McCook | CEO | OGM Integrated Communications Ltd.**

Mr. Kingsley Morris - Industry Perspective

President | Advertising Agencies Association of Jamaica (AAAJ)

Mr. David Miller – Regulatory Perspective

Executive Director | Fair Trading Commission

10:10 11:00 **Advertising in the Digital Era - Moderator | Ms. Nicole Foga** | Managing,
Technology & Communications Partner | Foga Daley

The Use of Influencers and other Do's & Don'ts in Social Media

Mr. Jeffrey A. Greenbaum

Global Chairman | Global Advertising Lawyers Alliance (GALA) |

Impact of the Internet and Social Media on the Future of Advertising in the Caribbean

Mr. Arnold JJ Foote

President | Caribbean Advertising Federation

11:00- 11:30 **COFFEE BREAK and Networking**

11:30 – 12:20 p.m. **Advertising in the Digital Era *cont'd* - Moderator | Ms. Nicole Foga**

Broadcasting and the Online Environment

Mr. Cordel Green

Executive Director | Broadcasting Commission

Data Protection & Privacy issues

Ms. Wahkeen Murray

Chief Technical Director, ICT | Ministry of Science Energy &
Technology, Jamaica

12:20 – 1:10 **Intellectual Property Rights Issues in Advertising – grey areas and pitfalls**

Trademark Use, Comparative Advertising, Endorsements

Mr. Jaime Angeles

Regional President | Global Advertising Lawyers Alliance (GALA)
Partner | AngelesPons | Attorneys-at-Law | Dominican Republic

Copyright Clearance, Fair Use, Talent Contracts, Image Rights

Mrs. Dianne Daley McClure

Intellectual Property Partner | Foga Daley | Attorneys-at-Law

1:10 - 2:30 **LUNCH**

The Evolving Role of Media in the Caribbean

Keynote Speaker: The Most Honourable P.J. Patterson, ON, OCC, PC, QC. |
Former Prime Minister of Jamaica

2:30 – 3:20 **Advertising and Marketing Law - Do's and Don'ts**

Pushing Boundaries: Addressing tensions between marketing and legal departments and other In House Counsel Considerations - Panel Discussion –
Moderator | Ms. Nicole Foga

Mrs. Shena Stubbs-Gibson

Senior Legal Officer | RJR Gleaner Communications Group

Ms. Rochelle Cameron

VP Legal & Regulatory Jamaica, Cayman and Trinidad & Tobago at
Cable & Wireless

Ms. Kerry Ann Heavens

Legal Counsel | GraceKennedy Ltd.

3:20 – 3:30 **COFFEE BREAK**

3:30– 4:30 **Legal Developments in Advertising Regulation in the Americas**
Moderator | Mrs. Dianne Daley McClure

Mr. Jeffrey A. Greenbaum

Global Chairman | GALA

Mr. Jaime Angeles

Regional President | GALA

Mrs. Karyl Bertrand

Partner | BERTRAND LEGAL | Curaçao | GALA | Dutch Caribbean

Mrs. Olive Ramchand

Partner | Fitzwilliam, Stone, Furness-Smith & Morgan | Trinidad &
Tobago

4:30– 4:35 Closing Exercises - **Dr Beverley Morgan**