

4th Social Media Risks

February 20 & 21, 2013, Toronto

Workshop Included:
Future of Social Media: Risks on the Horizon

Applicable toward CPD Requirement

Two-Day Event!

"I learned some risks I never considered before, so I can hopefully avoid them."

"Made much more aware of the depth of risk associated with corporate social media initiatives."

Steer clear of liability and litigation over the improper use of social media



Course Leader
Alan M. Gahtan,
Gahtan Law
Office



Course Leader
Elisabeth
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Genome Alberta
Mann Symons Law Office
Ontario Trillium Foundation
Royal Bank of Canada
Torkin Manes LLP

who should attend

VPs, Directors & Managers of Internal & External Communications, Corporate Affairs, Corporate Relations, Public Affairs, Public & Media Relations, Community Relations, Internet and Intranet; as well as In-house Counsel; CIOs; CTOs; VPs, Directors & Managers involved in IT, IM, IP, technology procurement, vendor/contract management, risk management and compliance; Technology Lawyers & Consultants

course highlights

Get leading-edge advice on avoiding liability and litigation over the improper use of social media from Canada's top internet law experts, as they discuss:

- New legal issues and risks in social media use
- Minimizing risks when advertising and marketing via social media
- Best practices for developing & implementing social media policies
- Addressing risks associated with employees use of social media
- And so much more. . .

FACULTY

COURSE LEADERS

ALAN M. GAHTAN

Alan Gahtan is the founder of **Gahtan Law Offices** and practices primarily in the IT and IP law field. His practice emphasizes technology contracting, outsourcing, Internet and e-commerce issues.

ELISABETH SYMONS

Elisabeth Symons is a founding partner of **Mann Symons LLP**. She helps private and public sector organizations to understand the legal issues that they face relating to technology and address them in creative and practical ways that help them to meet their objectives. In providing advice to clients, Elisabeth draws on her background in technology and law.

SANDRA CRUICKSHANKS

Sandra Cruickshanks is Director, Communications & Public Affairs at the **Ontario Trillium Foundation**. She has a broad range of communications experience.

CAROL V.E. HITCHMAN

Carol Hitchman is a Partner in the Intellectual Property Group at **Gardiner Roberts LLP**. Her practice focuses primarily on intellectual property litigation.

REZA KOPAEI

Reza Kopaei, an associate partner, leads the Governance, Risk, and Compliance practice at **Deloitte Canada** and is responsible for emerging technology risk management services.

LISA R. LIFSHITZ

Lisa R. Lifshitz is a partner in **Torkin Manes'** Business Law Group, specializing in the areas of technology licensing, e-commerce/m-commerce, cloud computing, and data protection/privacy.

GIULIANA MARINELLI

Giuliana Marinelli is In-house Counsel at **Royal Bank of Canada**. She advises Privacy and Compliance Groups within the enterprise. She has been working with business, marketing and compliance partners on developing a social media strategy.

ELENA V. RESHETNIKOVA

Elena Reshetnikova is a Manager and Legal Counsel supporting legal operations and contracting of the North American Communications and High Technology Group at **Accenture**.

MIKE SPEAR

Mike Spear is Director of Corporate Communications for **Genome Alberta**, a not-for profit research funding organization. He is a former journalist with the CBC and was a SysOp for CompuServe, an early pioneer in social media.

CO-LECTURERS

RICHARD F.D. CORLEY

Richard Corley is Partner, CleanTech, IT, Business and Competition Groups at **Blake, Cassels & Graydon LLP**.

C. IAN KYER

C. Ian Kyer is Counsel at **Fasken Martineau DuMoulin LLP**. He is the founder and first president of the Canadian IT Law Association, Canada's first national computer law association.

COURSE PROGRAM

DEVELOPING GOVERNANCE STRATEGY, POLICIES AND PROTOCOLS TO MANAGE SOCIAL MEDIA LEGAL RISKS

With the inherent legal and business risks of social media use, it is essential that you develop social media governance strategies, policies and protocols to mitigate such risks in the context of your broader business goals and objectives. This presentation will examine how to develop an effective legal risk mitigation strategy to effectively manage and monitor social media use.

- Identifying social media legal risks and issues
- Ensuring social media governance strategy is aligned with the existing policies and standards of the organization
- Ensuring risks are considered in the context of broader business goals and objectives
- Implementing strategy, policies and protocols to mitigate the primary legal risks

MINIMIZING RISKS WHEN ADVERTISING AND MARKETING VIA SOCIAL MEDIA

While marketing using social media can be effective, it gives rise to new legal challenges and risks. This session will examine the key areas of risk involved in employing social media marketing initiatives and provide practical guidance on how to mitigate those risks.

- Existing advertising and marketing law framework for social media
- Liability risks for marketers using social media tools
- Collecting personal information in a compliant manner
- False advertising and defamation risks in social media
- Liability for consumer-generated testimonials

SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the Communications Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge Communications topics as delivered at our many recent Communications conferences and courses.

- *This program can be applied towards 9 of the 12 hours of annual Continuing Professional Development (CPD) required by the Law Society of Upper Canada. Please note that these CPD hours are not accredited for the New Member Requirement.*
- *For Alberta lawyers, consider including this course as a CPD learning activity in your mandatory annual Continuing Professional Development Plan as required by the Law Society of Alberta.*
- *Attendance at this course can be reported as 9 hours of Continuing Professional Development (CPD) to the Law Society of B.C.*
- *The Barreau du Québec automatically accredits training activities held outside the Province of Quebec and accredited by another Law Society which has adopted MCLE for its members*

BEST PRACTICES FOR DEVELOPING & IMPLEMENTING SOCIAL MEDIA POLICIES

This session will examine best practices for drafting effective policies to facilitate the use of social media and implementing them in a defensible way. It will help your organization develop strong, readily understood social media policies, aligned with your business strategy. Presenters will offer two aligned points of view but from different perspectives.

- Enforcement mechanisms that recognize rights of employees
- Disciplinary procedures for violation of policy
- Communicating policies clearly to employees
- Reconciling social media practices with existing corporate policies
- Issues that should be addressed in social media policies
- Developing policies that are aligned with business strategy and goals

PROTECTING YOUR BRAND AND REPUTATION: DAMAGE CONTROL AND RISK MITIGATION TECHNIQUES

While it is impossible to totally eliminate all risks associated with social media, proactive approaches can greatly reduce your exposure. This session will examine the greatest sources of risk to your brand and how to protect your corporate reputation in the social media environment.

- Protecting against and responding to an attack on your reputation in social media
- Designing effective monitoring systems to protect brands
- Guarding against brand hijacking or modifications of site by outside parties
- Risks from former employees: guarding against negative attacks and exposure of trade secrets
- Addressing defamatory discussion, erroneous rumors and inaccurate information regarding brand

PRIVACY INFRINGEMENTS AND SECURITY BREACHES

With social media becoming a key component of standard work and social environments, the behaviours related to sharing information are often being relaxed, creating challenges around disclosure of confidential information. This session will examine risks of improper disclosure of information through social media and appropriate measures to minimize exposures.

- Recent developments in the area of privacy affecting social media
- Privacy issues regarding Facebook, Twitter and other popular sites
- Risks of misuse of confidential information shared online
- Emerging issues on breaches of privacy and confidentiality

HOW TO AVOID LOSING CONTROL OF THE “MESSAGE”: MANAGING USER-GENERATED CONTENT RISKS

Incorporating user-generated content “UGC” in a marketing campaign or transmitting UGC across a software platform could expose the sponsor or provider to various risks, including IP infringement and risks posed to brand and reputation. This session will examine how to mitigate those risks, whether you want to use UGC or just host/transmit it.

- Identifying the risks of using hosting UGC
- Managing UGC in your contracts
- Steps to minimize risks associated with campaigns involving the dissemination of UGC
- Establishing effective disclaimer terms and conditions
- Practical responses to UGC claims

SOCIAL MEDIA AND DAMAGE CONTROL: MANAGING THREATS, MAXIMIZING OPPORTUNITIES

Social media has infinitely sped up the spread of bad news true and false, but it is also an effective communications tool in crisis management situations. This session will explore social media as a potential venue for crisis creation and its role in crisis management.

- Using social media as an early warning system
- Preparing for new kinds of crises in the social media environment
- Modernizing your online communications approach
- Applying social media tools in a crisis

IP RISKS IN SOCIAL MEDIA: PROTECTING YOUR VALUABLE IP AND AVOIDING IP INFRINGEMENT

With the ease of dissemination of material through social media, businesses must increase their efforts to protect their IP rights and guard against infringing any IP rights of third parties. This session will examine the risks to IP with the use of social media and best practices for avoiding infringement.

- Identifying risks of IP exposure in use of social media
- Avoiding or mitigating IP infringement risks in use of social media
- Methods for protecting trademarks, copyrights and trade secrets in use of social media

WORKSHOP

FUTURE OF SOCIAL MEDIA: RISKS ON THE HORIZON

This workshop will explore changes to the ways in which we access and use social media, where social media is heading and how to prepare for the risks resulting from these changes.

- Shifting audiences for and attitudes toward social media
- Access to social media by devices other than computers
- Cross-platform initiatives and automation
- Risks that emerge when social media is combined with other technologies
- Managing these risks as an organization and as an individual

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

Risks Associated With Employees' use of Social Media

Michael T. Gray, MIR
Durham Catholic District School Board

Effective Use of Social Media

David Kaiser
Fleishman-Hillard Canada

Practical Measurement Tools for Communication & Social Media

Tara Knight
Hill & Knowlton

Measuring the Impact of Social Media

Rhylin Bailie
Southern Arc Minerals

How Organizations are Responding to Negative (and positive) Publicity on Social Media Sites

Boyd Neil
Hill & Knowlton

Integrating Social Media With Traditional Marketing Channels as Part of Your Branding Strategy

Gerry De Lauro
Aviva Canada Inc.

Social Media Governance: How Worldhotels Monitors, Moderates and Manages Response to its Social Media Accounts

Edward Perry
Worldhotels

Developing a Social Media Strategy

Jennifer MacMillan
The Globe and Mail

General Counsel's Role in the Use of Social Media

James M. Bond, Q.C.
McMillan LLP

Understanding Social Media's Relevance to Your Business Objectives

Basia Vanderveen
Canadian Dental Association

Social Media Metrics: Measuring Audience Impact & ROI

Mark Blevis
Fleishman-Hillard

Getting Buy-In For Social Media

Meredith Millman
Telus Communications

Putting Social Media to Work in Your Intranet Strategy

Jennifer Savage
WebDrive Canada Inc.

Social Media in the Wired Unionized Workplace: Privacy Considerations and Implications

Michael F. Horvat
Ogilvy Renault LLP

Social Media Marketing: Avoiding the Legal Pitfalls

Duncan Card
Bennett Jones LLP

Corporate Policies for Workplace Internet & Technology Use

Anthony A. Morris
Macleod Dixon LLP

Law of Defamation & the Internet

Robert A. Rakochev
Macleod Dixon LLP

Legal Issues for Web 2.0 Sites and Interactive Internet Applications

Charles S. Morgan
McCarthy Tétrault LLP

Protecting Your Brand Against Online and Internet Counterfeiting

Sheldon Burshtein
Blake, Cassels & Graydon LLP

The Law of Defamation & the Internet

Adrienne Rutherford
Barrister & Solicitor

Legal Considerations for Cloud Computing

James T. Swanson
Burnet, Duckworth & Palmer LLP

Online Multimedia Material Rights

David Spratley
Davis LLP

Online Privacy & Security

Monica Sharma
Blake, Cassels & Graydon LLP

Protecting Your Brand in Cyberspace

Robert D. McDonald
Fraser Milner Casgrain LLP

Consumer-Generated Content

Sheldon Burshtein
Blake, Cassels & Graydon LLP

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Courtyard by Marriott Downtown Toronto 475 Yonge Street Toronto, ON M4Y 1X7

Conditions: Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to February 6, 2013. No refunds will be issued after this date.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to February 13, 2013

Phone: 1-800-363-0722 Toronto: (416) 665-6868 Fax: (416) 665-7733

TO REGISTER FOR SOCIAL MEDIA RISKS	REGISTRATION COSTS
Name _____	NUMBER OF PARTICIPANTS: <input style="width: 50px; height: 20px;" type="text"/>
Title _____ Department _____	COURSE: \$1975
Approving Manager Name _____	COURSE + PROCEEDINGS CD-ROM: \$1975 + \$175 = \$2150
Approving Manager Title _____	PROCEEDINGS CD-ROM: \$599
Organization _____	NOTE: Please add 13% HST to all prices.
Address _____	Proceedings CD-ROM will be available 60 days after the course takes place
City _____ Province _____ Postal Code _____	Enclose your cheque payable to Federated Press in the amount of:
Telephone _____ Fax _____ e-mail _____	<input style="width: 150px; height: 25px;" type="text"/>
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# _____ Expiration date: ____ / ____	PBN#101755163PG0001
Signature: _____	For additional delegates please duplicate this form and follow the normal registration process
Payment enclosed: <input type="checkbox"/> Please invoice. PO Number: _____	
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