

WRITING ADVERTISEMENTS

A (practical) Masterclass for Telcos,
ISPs and their Marketing Agencies



Tuesday 9 December 2008 4.00pm – 5.30pm

Logie-Smith Lanyon

Level 13 / 575 Bourke Street
Melbourne VIC 3000
www.logielaw.com

Places are **strictly limited**

To book your **FREE** place in this popular masterclass register with Maria Manzanal **by 2 December 2008** on **03 9620 0700** or email mmanzanal@logielaw.com

Ideal for:

- Telco / ISP executives
- In-house counsel
- Marketing managers
- PR / Ad agency account managers
- Media and publishing advisers

In this Masterclass, you'll get some practical ideas on writing advertisements 'right'.

- Trade Practices Act advertising refresher
- ACMA Codes and your advertising
- What you can and can't do in small print
- ACCC hot spots
- New Federal 'clarity in pricing' law
- Advertising a competition
- Golden rules of comparison advertising

Presented by:

- Peter Moon, Partner, Logie-Smith Lanyon
- Victor Ng, Associate, Logie-Smith Lanyon



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Telco & ISP legal info