



## RELATED PRACTICE AREAS

Advertising and Marketing  
COVID-19 Resources  
Intellectual Property

## WEBINARS

### Town Hall: Advertising And Marketing During The COVID-19 Era And Beyond

## DATE

April 14, 2020  
Noon - 1 p.m. (Eastern)

## SPEAKERS



**Valerie G.  
Matthews**  
Associate

Join attorneys from Barnes & Thornburg's Advertising & Marketing Practice Group for a discussion on advertising and marketing issues related to the COVID-19 pandemic, including:

- Modifying your content to stay positive and avoid tone-deafness
- Identifying and substantiating claims (both express and implied) and knowing what the regulators are watching
- Are social, digital, and influencer marketing the answer?

The webinar will feature an extended Q&A afterwards. Feel free to ask questions during the Q&A, or submit them when you register.

**1.0 hour CLE credit pending**

Questions? Contact Siara Reyes at [sreyes@btlaw.com](mailto:sreyes@btlaw.com) or 317-231-7211.