



Workshop Overview

In a world dominated by social media it's an ongoing requirement for businesses to supervise all digital content and ensure it complies with public-communications rules. Brands have more social media accounts and digital channels than they are aware of which makes it very complex to govern. Digital transformation is commonplace throughout many organisations, are you and your organisation ready?



Benefits

You will leave with increased knowledge of how laws affect the marketing processes and how you can apply new knowledge to stay within the law, covering the core principles of data protection, Email, SMS and telephone marketing channels, key legislation around mobile platforms – personal data and staying legal, The Gambling Act 2005 and consumer rights.

Outcomes & Content

- ✓ Digital and risk in perspective
- ✓ Privacy by design
- ✓ Privacy impact assessments
- ✓ EU Data protection regulation
- ✓ Explicit consent and privacy and data
- ✓ Opt in versus opt out
- ✓ Social media compliance
- ✓ User Generated content and liability
- ✓ Social media crisis – avoiding & managing
- ✓ Search engines
- ✓ Email
- ✓ Online advertising, affiliates and mobile



Who should attend ?

This workshop is for those responsible for email marketing, ad re-targeting, website policy, social media management and content marketing. Essentially, individuals responsible for the effective delivery of digital marketing who need to understand the risks and regulations to stay compliant, as well as deal with the backlash of a social media crisis.

