



17 SEPTEMBER 2018

GALA EMEA SEMINAR BUDAPEST

**Szecskey Attorneys at Law welcomes you to
Budapest for a seminar on:**

**The GDPR experiences and its effects on direct
marketing & influencer advertising – what is Fact
and what is Fiction?**

This conference will be hosted by the Global Advertising Lawyers Alliance (GALA). GALA is a unique association of leading advertising law experts from around the world.

At the seminar's two panel sessions, GALA-member law firms will openly discuss:

- o how does the EU's **General Data Protection Regulation** (GDPR) affect direct marketing? How do Member States of the EU "implement" the GDPR?
- o how do advertising regulators view **influencer marketing**?

For our session on influencer marketing, our **special guest will be Dr. Ildikó Fazekas** (Secretary General of the Hungarian Self-Regulatory Advertising Board (ÖRT) and a member of the executive committee of the European Advertising Standards Alliance (EASA)).

Light food & refreshments will be served during the seminar and we will wrap up with drinks and the opportunity to network with other delegates, together with GALA members from more than 20 countries in Europe, the Middle East, Africa and the US.

We look forward to welcoming you to some engaging discussions on the new trends and regulatory environment in advertising.

#Influencer #TrendingAdvertisingLawTopics #GDPR
#CleverCompliance #Marketing #SoMe
#KeepingOnTheRightSideOfTheLaw #galalaw

WE CARE. WE DARE. WE EXCEL.



Program

11:30-12:00 **Registration**

12:00-12:10 **Welcome and introduction**

Jenny Pienaar, Senior Partner
Adams & Adams, GALA South Africa, Regional President
of GALA, EMEA
András Szecskey, Managing Partner
Szecskey Attorneys at Law, GALA Hungary

12:10-12:50

Panel discussion I:
GDPR challenges

GALA members

Irina Anyukhina, Partner
ALRUD Law Firm, GALA Russia
Catherine Bate, Partner
Miller Thomson LLP, GALA Canada
Daniel Hajje, Partner
Hoogenraad & Haak, Chairman of VvRr, GALA
Netherlands
Peter Marciš, Partner
Nitschneider & Partners, GALA Slovakia
Søren Pietzcker, Partner
Heuking Kühn Lüer Wojtek, GALA Germany
Melissa L Steinman, Partner
Venable LLP, GALA United States

Moderator: Zoltán Kovács, Partner
Szecskey Attorneys at Law, GALA Hungary

12:50-13:10 Break

13:10-14:00

Panel discussion II:
Influencer marketing

Keynote speech:

Dr. Ildikó Fazekas
Secretary General of the Hungarian Self-Regulatory
Advertising Board (ÖRT) and a member of the executive
committee of the European Advertising Standards
Alliance (EASA)

Panel members:

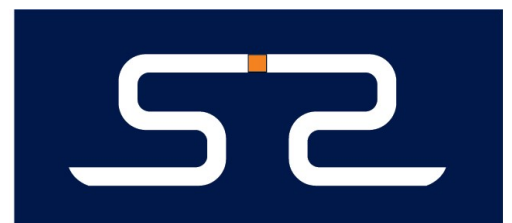
Brinsley Dresden, Partner
Lewis Silkin, Treasurer and Secretary of GALA, GALA
United Kingdom
Conor Griffin, Solicitor
Duncan Grehan & Partners, GALA Ireland
Anikó Keller, Partner
Szecskey Attorneys at Law, GALA Hungary
Joseph Lewczak, Partner
Davis & Gilbert, GALA United States
Ewa Skrzydło-Tefelska, Partner
Sołtysiński Kawecki & Szlęzak, GALA Poland
Melissa L Steinman, Partner
Venable LLP, GALA United States

Moderator:

Jeffrey Greenbaum, Managing Partner
Frankfurt Kurnit Klein + Selz, Chairman of GALA, GALA
United States

14:00-14:30

Open discussion and networking



SZECSEKAY ATTORNEYS AT LAW

Registration

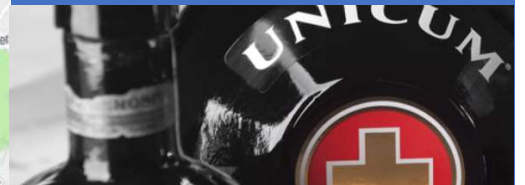
Registration is open until 14 September via
galaseminarbudapest@szecskay.com

Should you have any questions please contact
Anikó Keller
aniko.keller@szecskay.com

Viktória Suhajda
viktoria.suhajda@szecskay.com

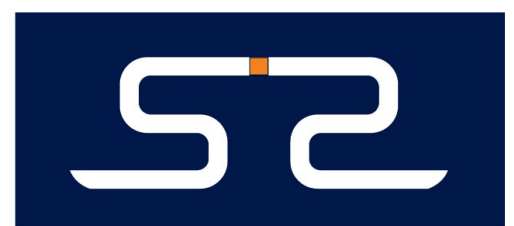


Venue:
Zwack Unicum
Heritage Visitors' Centre
H-1095 Budapest
Dandár utca 1.



THANK YOU FOR YOUR PARTICIPATION!

WE CARE. WE DARE. WE EXCEL.



SZECSKAY ATTORNEYS AT LAW