



Thursday, November 28, 2024

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Industry Code for Advertising to Children Update

Join us for an insightful session that delves into the vital Industry Code for Advertising to Children. This is not just an update—it's an opportunity to understand your obligations and responsibilities in ensuring that your advertising meets the highest standards for responsible advertising.

In this session, you'll learn how to apply the industry Code, designed to protect children from misleading or inappropriate advertising. Our expert speakers will provide clear guidance on how to navigate the process of clearing your advertising through Ad Standards. You will also learn about Ad Standards' role in compliance and enforcement, hear about the success of the industry Code so far as well as the status of Health Canada's pending regulations.

Learn how you can actively contribute to the future of responsible advertising. This webinar is more than just a presentation; it's a collaborative platform for shared insights that will equip you with the knowledge to enhance your advertising practices and engage meaningfully with your audience.

Presenting Speakers:

JUDY DAVEY
VP, Media Policy and Marketing Capabilities

MICHI FURUYA CHANG
EVP, Public Policy, Regulatory Affairs and Head of Divisional Strategy

SHELLEY SAMEL
Chief Legal Officer

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