

ASAI extension of the digital remit of the Code

Information session

The ASAI will hold an information session for industry practitioners on the extension of its remit to include marketing communications on advertisers' profile pages and other non-paid-for space online, under advertisers' control, which is currently outside of remit.

We will talk about the changes to Code and the areas that will be impacted by the extension. A key area that will be covered will be user generated content and in what circumstances it might be considered to be a marketing communication.

Date: 11th December 2012
Time: 8am – 10am
Venue: Davenport hotel

Anyone interested in attending the event can register by emailing digital@asai.ie with their name and company name.

20th November 2012