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GLOBAL ADVERTISING LAWYERS ALLIANCE TO HOLD ADVERTISING SEMINAR IN STOCKHOLM

September 15 2014, New York, N.Y. ó The Global Advertising Lawyers Alliance (öGALAö) announced today it will hold a seminar on TV and Social Media Advertising in Stockholm, Sweden on October 10, 2014. The seminar is co-sponsored by GALA, the Wistrand Law Firm, the Swedish GALA Member and *Marknadscheferna Sverige* the Swedish network of marketing professionals.

öThis panel presentation in wonderful Stockholm will again demonstrate our skills at resolving advertising law issues arising in multiple jurisdictions,ö said Duncan Grehan, GALA EMEA President and Partner at Duncan Grehan & Partners, Solicitors in Dublin, Ireland.

The panel will be moderated by Erik Ullberg of Wistrand Sweden and will include the following speakers: Jeffrey A. Greenbaum, GALA Chairman and Managing Partner at Frankfurt Kurnit Klein & Selz in New York, New York who will speak about social media and user generated content; Brinsley Dresden, Partner at Lewis Silkin in London, United Kingdom speaking on TV and advertising; Sören Pietzcker, Partner at Heuking Kühn Lüer Wojtek in Hamburg, Germany speaking on data protection in digital media; and Michael Plogell a Partner at Wistrand speaking on what Swedish advertisers need to be aware of.

öThis group of experts speaking about these complex issues on Swedish soil is simply fantastic. Michael Plogell, Partner at Wistrand in Sweden. öSocial Media advertising is growing rapidly around the globe, this seminar will give the local marketers the information they need to know to stay out of trouble.ö

To view the program and register for the event, click [here](#).

ABOUT GALA

www.gala-marketlaw.com

With firms representing about 80 countries, each GALA member has the local expertise and experience in advertising, marketing and promotion law that will help your campaign achieve its objectives, and navigate the legal minefield successfully. GALA is a uniquely sensitive global resource whose members maintain frequent contact with each other to maximize the effectiveness of their collaborative efforts for their shared clients. GALA provides the premier worldwide resource to advertisers and agencies seeking solutions to problems involving the complex legal issues affecting today's marketplace.
