

*Marketing Compliance with Lead Generation: the latest legal insights on texting, calling, and emailing practices and strategies for reducing your legal exposure*

This breakout session will cover the latest developments from the FTC, FCC, and private litigation addressing marketing practices to generate leads, from the FCC's evolving definition on "autodialer," FTC enforcement and business guidance, as well as recent case law addressing effective consent and disclosures, and whether certain communications are informational or marketing.