

Omni Channel Dreams and Nightmares

ANA/BAA Marketing Law Conference

11.09.2018

Location:

Chicago Marriott Downtown Magnificent Mile
540 North Michigan Avenue
Chicago, IL 60611

When:

Friday, November 9, 2018
10:10 am

About:

Sheppard Mullin partner Craig Cardon will speak on “Omni Channel Dreams and Nightmares” at the ANA/BAA Marketing Law Conference in Chicago, with Sirena Roberts (Vice President, Associate General Counsel, Williams-Sonoma), Miranda Stephani (Associate General Counsel, Levi Strauss) and Sam Castic (Associate General Counsel, Nordstrom).

This session will highlight retail advertising’s shift to Omni channel communications to take advantage of the increased sales associated with the multitude of relevant customer contacts. Discussion of a wide variety of the legal issues that may have been over looked by the business and IT groups that have been largely tasked with implementing the brand’s Omni channel strategy.

Click [here](#) for more information and registration.

Attorneys

Craig Cardon