

Advertising & Marketing Law: What’s New, What’s Next

Business Law

Date: Thursday, November 19, 2026 | 9:00 am to 4:30 pm

Location: OBA Conference Centre 20 Toronto Street, 2nd Floor, Toronto

Agenda: 8:30 am Registration
9:00 am Program Commences
4:30 pm Program Concludes



In person



Webcast



This program contains:
6h 30min of Substantive content

The OBA has been approved as an Accredited Provider of Professionalism Content by The Law Society of Ontario.

Get your essential update on the latest legal developments and compliance strategies in Advertising and Marketing Law at this essential annual event.

Recent amendments have created significant changes to the law of advertising, the methods of enforcement and the management of risk. Ensure you have the expertise to advise your clients on how to effectively advertise without getting tripped up by legislative and regulatory hurdles. Gain critical insights and key strategies from our exceptional faculty into the most pressing issues in the industry.

Register now and gain timely insights into emerging trends, substantive and procedural changes, and risk management in a new era.

Program Chairs: **Janine MacNeil**, McMillan LLP
Solange Brard, LG Electronics Canada, Inc.

9:00am	Welcome and Opening Remarks	1:15pm	The Bureau, The Tribunal, and The Private Action: Learning from Advertising Litigation in Canada Anita Banicevic , Davies Ward Phillips & Vineberg LLP Michael Binetti , AGM Lawyers LLP Claire Tsai , University of Toronto Rotman School of Management
9:10am	What's New, What's Changed, What's Coming: Canadian Advertising & Marketing Law in 2026 Janine MacNeil , McMillan LLP Evie Bouras , McCarthy Tetrault LLP The Canadian advertising and marketing landscape is undergoing one of its most significant periods of change in recent memory, driven by sweeping Competition Act reforms targeting greenwashing and drip pricing, a growing body of Competition Bureau guidance on the application of deceptive marketing rules to dark patterns; the anticipated enactment of federal artificial intelligence legislation; and aggressive enforcement activity by the Competition Bureau. This session delivers a practical, up-to-date overview for legal counsel, compliance professionals, and marketing teams, covering the key regulatory developments of 2026 across deceptive marketing, consumer protection, AI-generated content, and influencer disclosure.		Recent statutory amendments have fundamentally altered Canadian advertising compliance risks and litigation. This session will discuss what lessons can be learned from the latest case law, key issues and positions in misleading representation cases, and how the courts and Tribunal evaluate consumer perception across modern digital interfaces.
10:00am	Networking Break	2:30pm	Networking Break
10:15am	Ad Standards Update Catherine Bate , Ad Standards Hear about the latest developments in the advertising self-regulatory world	2:45pm	Survey Says... Daniel Shack , CRA Alison Hayman , Osler Hoskin & Harcourt LLP Dan Edmondstone , McMillan LLP In recent proceedings, consumer survey evidence has been tendered. What’s it for? What’s it not for? How might the courts deal with this evidence? How do you create a survey that will work in advertising litigation?
11:00am	Advertising Regulated Products: More than just food Kelly Harris , Harris + Co. Jean Larivière , Ad Standards From happy hour to health claims, what can you say, and what can get you into trouble? This panel dives into the legal and self-regulatory frameworks shaping the advertising of specially-regulated products, including alcohol, food, cosmetics, health, children’s ads and more.	3:30pm	Artificial Intelligence in Marketing Solange Brard , LG Electronics Brian Fraser , Brian Fraser Law Ahmed Labib , Dentsu Canada As in many industries and professions, AI is changing marketing. This panel will discuss some of the key issues so far: content generation; are disclaimers necessary; are they sufficient? How are industry players using AI and how are their contracts and practices changing to cope? How are other stakeholders – like governments and talent unions – weighing in?
12:00pm	Networking Lunch	4:30pm	Closing Remarks/Program Concludes
12:45pm	Keynote Address by Josephine Palumbo , Deputy Commissioner of Competition, Competition Bureau Canada		

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