



GAZETTE

SEPTEMBER - DECEMBER 2003

Welcome to the combined third and fourth issue of the GALA Gazette!

PRESIDENT'S MESSAGE

As we usher out 2003 and look forward to a better economy in 2004, we can look back at a very successful year for GALA. We've added important members and have interest from others that will bring our total membership to fifty countries throughout the world. And we'll continue to grow. EALA and AALA held regional meetings, and have plans for an incredible Global Meeting in Atlanta, with multiple seminars and visits to prospective clients -- GALA's Atlanta Roadshow. A special mailing to companies and law firms in and around Atlanta will be going out soon.

Throughout the year, Stacy has put together some wonderful marketing materials, including a terrific GALA brochure and an ongoing ad campaign. We presented at leading industry meetings and received excellent press. All in all, we can confidently say that GALA is on plan and poised for even more success in 2004. That success will be even more assured if we all continue to contribute content to Stacy, recruit new members, respond timely to inquiries from members, participate in seminars and presentations, attend regional and global meetings, and, above all else, keep asking questions and thinking about how GALA can do more for you and all of our members.

IN MEMBERSHIP NEWS...

NEW MEMBERS

We have recently welcomed three new members I would like to inform you about. Their details are below for your convenience.

ISRAEL (Member #46)

David Wolberg Intellectual Property Law

Physical Office: 12 Ha'adad Street

Correspondence: PO Box 1647

Even Yehuda

40500 Israel

Contact: David Wolberg

Tel: 972 9 899 7477

Fax: 972 9 899 7478

Email: dwolberg@netvision.net.il

LUXEMBOURG (Member #47)

Molitor Fisch & Associés

8, rue Sainte - Zithe

B.P. 690

L-2016 Luxembourg

Contact: Laurent Fisch

Tel: 352.297.298/1

Fax: 352.297.299

Email: laurent.fisch@mfa.lu

Website: www.mfa.lu

FINLAND (MEMBER #48)

Roschier Holmberg, Attorneys Ltd.

Keskuskatu 7 A

00100 Helsinki

FINLAND

Contact: Eeva Hakoranta

Tel: 358. 20.506 6000

Fax: 358 20 506 6100

Email: eeva.hakoranta@roschier.com

Website: www.roschier.com

POTENTIAL MEMBERS

CROATIA

We have received a completed application form from a firm in Croatia, Vukmir & Associates. This firm was recommended to GALA by Dámaso Pardo (GALA Argentina). It is currently being reviewed by the Executive Committee and will be sent to EALA for review after that.

NORWAY

We recently sent an application form to a gentlemen by the name of Tom Carsten Troberg of the firm Advokatfirmaet Nicolaisen & Co. Michael Plogell (Sweden) has worked with him on some matters and has recommended him to GALA. We hope to hear from him after the new year.

LOOKING FOR MEMBERS IN.....CAN YOU HELP?

CHINA

China Sinda was the GALA member for China until April 2003. It is a very important member to have. Does anyone know an advertising and marketing attorney in China? We have been talking to King & Wood but have not gotten to the application phase yet. If you know someone at King & Wood or another firm please pass on their information.

EVENTS UPDATE...

PAST EVENTS

ADVERTISING FESTIVAL

Overall the Advertising Festival was considered a disappointment among those members who attended. About 20 people were in the audience while Michel Bejot (France), Felix Hofer (Italy), Michael Plogell (Sweden), Jan Ravelingien (Belgium), Brinsley Dresden (UK) and Duncan Grehan (Ireland) participated in a panel discussion on **The Global Legal Environment: Current Advertising Issues in Europe and Beyond**. Doug's keynote address also had similarly poor attendance.

While the turnout was poor, it served as a learning experience for the group. We had the opportunity to review our presentation format and discovered that there is a need for a common format in our PowerPoint presentations and that there needs to be an exchange between the panellists prior to an event so that there are no contradictions or overlap in the individual presentations.

EALA REGIONAL MEETING IN FLORENCE

The EALA meeting in Florence went extremely well. There was an internal meeting for the members and two public seminars. One of the seminars was for Felix Hofer's (GALA Italy) clients and the other was for TAAN Europe's Regional Meeting that happened to coincide in Florence. For those of you not familiar with TAAN, TAAN is an international advertising agency network. The seminar **Advertising Disasters: An International Perspective** featured Johan Loje (Denmark), Ewa Tefelska (Poland), Brinsley Dresden (UK) and Michael Plogell (Sweden) as panellists and Felix Hofer as the moderator.

The meeting received some local publicity which can be viewed at:

<http://www.gala-marketlaw.com/pdf/italiaoggi.pdf> (ITALIAN VERSION)

http://www.gala-marketlaw.com/pdf/italiaoggi_translation.pdf (ENGLISH VERSION)

Thank you Felix for all your efforts in planning this successful meeting!

AALA REGIONAL MEETING IN MEXICO CITY

True to form, Silvia ran a great meeting in Mexico City in November. A dozen members attended and enjoyed the hospitality of Roberto Arochi as he bid farewell to his old offices and prepared to move to new space that's state of the art and magnificent. Plans were made to recruit new members from the region (Belize, Bolivia, Dominican Republic, El Salvador, Panama, Guatemala, Honduras, and Nicaragua), participate in the "Atlanta Roadshow" (at the global meeting), prepare marketing materials, and adopt policies supportive of developing business among members. Important initiatives include compiling case studies to use in marketing efforts, common forms for processing requests (including matters of fees, conflicts, etc.), a glossary of common terms, identification of local publications and seminars in which to participate, and exchange of client lists to determine where common representation may exist. One example of a company represented by

many of the AALA members is Nokia. We know there are others and this initiative is one for all of GALA to consider.

CLA LAW CONFERENCE - BY: FELIX HOFER (GALA ITALY)

The event resulted well-attended (more than 300 registered participants) and carefully organized, even if a bit over-packed with speakers and sessions.

Despite concurring sessions going on at the same time in different rooms, we had almost 100 people in the audience during our show. I won't comment on my presentation (Michel should do this without any hesitation, as I'm always eager to receive constructive remarks), but I collected quite a number of compliments in the aftermath, mainly thanks to Stacy's - as always outstanding - editorial skills: in an average standard of black texts on white background (the most 'unconventional' presentations dared to add a green line on one side of their slides!) the GALA format resulted truly different and had a clear visual impact on the audience.

The networking opportunities (3 dinners and 2 lunches) were accurately organized and interesting: the conference was well attended not only by lawyers (from Europe as well as from the US and Latin America), but also by industry managers from Siemens, AOL, Home Shopping Europe, Vodafone, O2 (a Telecom operator), Deutsche Telecom, Sony-Ericsson, etc.

The level of the presentations was certainly remarkable from the content perspective.

In short we could consider this as the IT business event equal to the PMA Law conference, maybe better organized and performed.

Michel and I had good chances to spread around the notice about GALA, even if - after due consideration - we did not distribute the handouts: there were a number of publishing houses with their booths outside - sponsoring the event - and it didn't seem elegant to sneak in and to take advantage, especially being this a first official GALA approach.

We may consider that CLA is planning the following upcoming events: global conference in Washington on May 6/7th, 2004 (!! It would be easy to hop over from Atlanta), Amsterdam and Dublin (!! EALA Regional is scheduled there), I have no indication as to the dates of those latter events, but Michel might be in a position to get that information.

In short, my impression was that CLA is a well-run organization, pretty much focused on personal contacts and mutual knowledge of the members (in this similar to our group). If we can pass along the message that we could result as complementary to their key sectors, there might be interesting synergies in the future.

PMA LAW CONFERENCE

Felix Hofer (Italy), Stephen Groom (UK), Michel Bejot (France), & Wendy Reed (Canada) presented a session on "Conducting Promotions in a Global Economy" at the PMA Annual Legal Conference in Chicago on December 9th. Their presentation was very well received by the audience and focused on the need to pay attention to regional concerns when running international promotions. Their presentations used different examples that raised problems in the various jurisdictions.

In addition, Silvia Rico (Puerto Rico) held a roundtable discussion (Q & A session) at the conference. The roundtable addressed issues in promotion law and promotion mechanisms that must be considered for Caribbean & Latin America.

UPCOMING EVENTS

DIRECT AND INTERACTIVE MARKETING LAW CONFERENCE (MARCH 1 & 2 - NYC)

Douglas Wood (USA) will be chairing this conference produced by the American Conference Institute. Additionally, he and Felix Hofer (Italy) will both be presenters at this conference. Doug will be presenting on the first day with a Legal Director from Dell Computer Corporation on **Interactive Internet Marketing: Best Practices for Legal Compliance**. Felix Hofer will be presenting on the second day with a British attorney and Canadian attorney on **Marketing Abroad: Navigating International Regulation of Direct Marketing and Privacy**.

8th ANNUAL IN HOUSE LEGAL CONFERENCE (MARCH 2-6 - JOHANNESBURG)

GALA has endorsed the 8th Annual In-House Legal Congress in Johannesburg, South Africa on March 2-6, 2004. The event is organized by Terrapinn an international business media company producing trade exhibitions, conferences, training solutions and electronic and print publications. We have been given several guest passes to attend this conference. If you or your colleagues are interested in attending, please let me know. The program for the event can be found at:

http://www.terrapinn.com/2004/legal_ZA/confprog.asp

GALA GLOBAL MEETING 2003

As some of you may already know the plans for the roadshow have been slightly altered. While we initially planned to visit cities within 1-1/2 hours flying time from Atlanta, we decided that the cost would outweigh the benefit. There are sufficient companies and law firms in the Atlanta area to visit without traveling by airplane. As an added feature, we will be holding 2 seminars in Atlanta on the days of the "roadshow". In the letter we will be sending next month to the contacts, we are inviting them to attend one of two seminars on ***Advertising and Promotion Law in the Global Legal Landscape: What You Need to Know***. Some people may be more receptive to attending a seminar than having people visit their offices. If you have any contacts in the Atlanta area that you would like us to invite and/or offer a visit, please send them to me as soon as possible. The letters will be going out before the end of January.

So that you can mark your calendars appropriately, the schedule for the Global Meeting is as follows:

Wednesday, April 28	Seminar (AM) Office Visits (PM)
Thursday, April 29	Office Visits (AM) Seminar (PM)
Friday, April 30	Regional Meetings (all day)
Saturday, May 1	Global Meeting (9am - 2pm)

For those of you attending INTA, they have already posted their hotel arrangements up on their site at http://www.inta.org/annual/2004/hotel_rates.html . I would recommend making your reservations as soon as possible. For those of you not attending INTA and attending the Global Meeting, please let me know who you are. If there are more than 10 people in this group, I will most likely be able to arrange a discounted rate with one of the hotels. Please let me know this ASAP!

PLEASE LET ME KNOW ABOUT ANY EVENTS YOU PLAN TO SPEAK AT AND OR ATTEND. AS WE CONTINUE TO GROW AS AN ORGANIZATION, THERE ARE MORE AND MORE WAYS IN WHICH WE CAN MARKET GALA AT SUCH EVENTS. I AM HERE TO ASSIST YOU AS NEEDED.

INITIATIVES

GALA PowerPoint Template

We have hired a designer to create a PowerPoint template to be used by members when giving presentations at conferences. It uses the GALA branding and offers a place for the presenting member to put their own firms logo and branding. We have done a test run at a few conferences and have received positive feedback along with some negative that we have considered in a revision. The revision is almost complete and looks even better! This should be used for all panel presentations and for individual presentations where appropriate. If you need the file please let me know and I am happy to send it to you.

GALA Brochure

We have created a GALA brochure similar to the one EALA created several months back. I have copies in my office and am happy to send a few to you at your request. Please let me know if you are attending an event or meeting where you would like to give them out.

Dues

By now most of you should have received the invoice for the first 50% payment of your 2004 dues. Please note the due date for payment is **JANUARY 15, 2004**.

Rates

EALA has begun to pull together a list of rates for their members. Each member is providing the hourly rate for a partner and an associate in their firm. Keep your eyes out for the chart which I will circulate shortly. I will be asking for each member to fill in their firms information.

Articles

International Journal of Advertising and Marketing to Children

Thank you to Michael Plogell (GALA Sweden) for his recent contribution to the October - December 2003 issue. Once the article is published you will all be able to find it in the what's new section of the GALA website.

Michel Bejot (GALA France) has agreed to contribute to the next issue.

Email Addresses

Just a reminder, if you would like to email everyone in GALA you can do so by sending an email to gala@gala-marketlaw.com.

Additionally, you may now email each regional group at the following addresses:

AAAL - aala@gala-marketlaw.com

APALA - apala@gala-marketlaw.com

EALA - eala@gala-marketlaw.com

WISHING ALL OF YOU A HAPPY, HEALTHY, and PEACEFUL 2004!