

Registration for the workshop on Tuesday,
23 April 2019, via ticketino.ch or by e-mail to
workshop@ks-cs.ch until 19 April 2019

Registration fee

- Free of charge for KS/CS and ICC members and associated organisations*
- CHF 30 for non-members

* economiesuisse, Promarca, Promoswiss, SDV, Swiss Marketing, SWA,
Textverband and of advertising and communication clubs

For cancellations after 19 April 2019 or for no-shows we will charge the full
participation fee.

Venue

Club Mascotte, Theaterstrasse 10, 8001 Zürich

Getting there

S-Bahn, tram or bus to Bellevue, Stadelhofen or Opernhaus stop

Invitation to the «Mascotte Talk» – Workshop

The New ICC Code and its Implications

How Companies Can Crack the New Code



“ «HOW TO CRACK THE NEW ICC-CODE» ”

Ever since the Commission of ICC issued its first marketing code in 1937, one of the most successful examples of business self-regulation ever developed, it has been an international pioneer in advertising self-regulation.

In an effort to increase consumer confidence by encouraging high ethical standards and responsible marketing, ICC has released its tenth edition of the ICC Code of Commercial Communications.

As new practices and technologies had been evolving, ICC revised and extended the scope of the Code in order to assure its usefulness and relevance. Through considering the behavioural changes resulting from the ongoing digital revolution, this revision sets the gold standards for modern rule-making.

The Swiss Fairness Commission (SFC), to whom all major organisations in the Swiss communications industry belong to, is the executive body of the Swiss Advertising Foundation for Fairness in Commercial Communication. The SFC bases its work on the guidelines of the International Chamber of Commerce (ICC) and its principles. Therefore, also the SFC completely revised its principles. Thus since January 1, 2019 the updated principles for fair advertising applies to the communications industry in Switzerland.

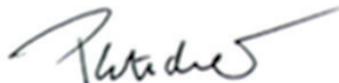
In addition to presenting the background of the most important changes at the workshop, we also discuss the consequences of these changes on the implementation in Switzerland. Furthermore, the workshop provides an opportunity to learn more about the making of rules and demonstrates how interested individuals can get involved.

We're looking forward to seeing you on April 23, 2019. Please feel free to forward this invitation to colleagues. Non-members are also welcome to participate. Registration is obligatory at ticketino.ch or workshop@ks-cs.ch.

Yours sincerely,



Christian Merk
President KS/CS
Swiss-German Section



Thomas Pletscher
Secretary General ICC Switzerland

“ PROGRAMME ”

TUESDAY, APRIL 23, 2019

- 16.00 Arrival participants and guests
- 16.15 Welcome by Christian Merk,
President KS/CS Swiss-German Section
- 16.20 Presentation of the Code and its implementation worldwide
Raelene Martin, Policy Manager, Commission on Marketing and Advertising, ICC
- 16.50 Implementation of the rules for fairness in commercial communication in Switzerland
Dr. Marc Schwenninger, Legal Consultant KS/CS Communication Switzerland and Attorney at Law
- 17.20 Conclusion: How you can participate in the development of fair marketing rules
Thomas Pletscher, Secretary General ICC Switzerland
- 17.30 Cocktail and networking
- 19.00 End of event

Key-note speakers



Raelene Martin
Policy Manager
Commission on Marketing and Advertising,
ICC



Dr. Marc Schwenninger
Legal Consultant KS/CS Communication
Switzerland and Attorney at Law