



EMMA SADLIER TO DELIVER A PRESENTATION ON SOCIAL MEDIA: “WALKING THE FINE LINE BETWEEN A MARKETING TOOL AND DESTRUCTIVE FORCE”

Emma will be presenting during the PBSS (Pensions) Opening Session on Tuesday, 2 April 2019 from 08:45 – 09:45

Points to be covered include:

- the social media landscape;
- the legal considerations of using social media, including defamation, privacy, hate speech, crimen injuria and intellectual property;
- business confidentiality in a world of over-sharing
- managing brand reputation on social media;
- confidentiality and insider trading risks/offences;
- straddling the personal / professional divide on social media;
- personal reputation management on social media; and
- Twitter disclaimers (“retweets are not endorsements”, “I tweet in my personal capacity” etc).

BOOK ACCOMMODATION EARLY TO AVOID DISAPPOINTMENT:

There are still rooms available at the official Colloquium hotels, including The Westin, which is linked to the CTICC – visit our website for a link to the official booking platform. [CLICK HERE](#)

AIRPORT TRANSFERS:

Airport transfers can be arranged through our official tour operator, Quality Touring Services from R200 per person. To book,

[CLICK HERE](#)

By registering for the colloquium (3 or 4 days), you automatically become a member of the relevant section for the next year, without the need to pay the annual due of CAD50. Being a member entitles you to all the benefits of membership of sections, including free access to webinars that the sections host from time to time. As an example, the IAALS will shortly be hosting a webinar with the topic: *The Shape of Water, Genetics, E-cigarettes, and Diabetes*

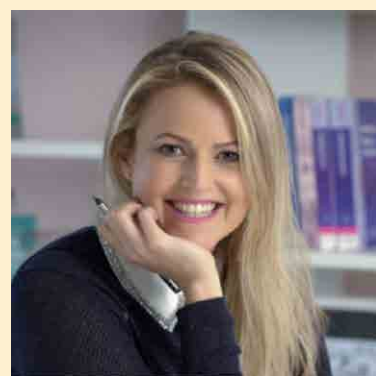
[VIEW PROGRAMME](#)

[REGISTRATION](#)

www.colloquium2019.org.za

ABOUT EMMA SADLIER

Emma Sadlier is South Africa’s leading expert on social media law. The company she founded in 2014, the Digital Law Company, specialises in educating and advising on the legal, disciplinary and reputational risks of social media.



Much of Emma’s work involves creating social media strategies and policies, drafting social media agency agreements and providing training and workshops on social media law.

Emma and her team have collectively addressed hundreds of blue-chip corporate clients across Africa and the United Kingdom through educational talks and presentations. She also teaches media law to journalists and lawyers and lectures personal reputation management on various MBA programmes.

Emma was an anchor for The Oscar Pistorius Trial: A Carte Blanche Channel where, for the duration of the evidence in the trial, she hosted a programme discussing social media, the law and court proceedings. Emma was retained as a legal commentator for the BBC (both radio and television) for closing argument, verdict and sentencing of the Oscar Pistorius trial.

She is a regular commentator on radio and television.

Emma is the co-author of Don’t Film Yourself Having Sex... And Other Legal Advice For The Age of Social Media. The book was described by Professor Jonathan Jansen as “the most important textbook” a university student will buy. Emma is also the co-author of the social media section of the legal textbook, “Communications Law”.

Her second book, Selfies, Sexts and Smartphones: A Teenager’s Online Survival Guide was published in 2017.

Secretariat: Scatterlings Conference & Events

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