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## NAD 2025 Agenda Sneak Peek

**BBB National Programs** <events@bbbnp.org>  
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Tue, May 6, 2025 at 5:00 PM



### Sneak Peek at This Year's Agenda Topics

**Date:**

*Pre-Conference Workshop:* September 15, 2025

*Conference:*

September 16 - 17, 2025

**Location:**

[Conrad Washington, D.C.](#)

[950 New York Ave NW](#)

[Washington, DC 20001](#)

BBB National Programs' National Advertising Division (NAD) Annual Conference, NAD 2025, is a chance for you to join legal professionals, academic and industry experts, government officials, and advertising executives from businesses of all sizes to discuss best practices and gather real-world advice about today's trending topics in ad law.

BBB National Programs invites you to take advantage of Early Bird rates and [register today!](#)

## On This Year's Agenda...

- A comprehensive A-Z on claim substantiation
- Effective strategies for the rapidly evolving business of influencer marketing
- Trends and best practices for marketing to teens
- The gray areas of marketing in highly regulated industries
- Correct and effective uses of consumer reviews
- Fan favorite sessions like FTC updates from the Director of the Bureau of Consumer Protection and the NAD Year in Review
- Meet the new NAD Vice President

If you have questions about the evolving agenda, the pre-conference workshop, or planning your travel, contact [events@bbbnp.org](mailto:events@bbbnp.org).

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