

### 11th Legal, Regulatory & Compliance Forum on Dietary Supplements

**Presented by the American Conference Institute and the Canadian Institute**

June 28–29, 2023

Advertising, Marketing and Promotions partner and chair Christopher Cole will speak on "Class Action Boot Camp: A Comprehensive Guide to Ensuring Class Action Preparedness and Devising Tactical Litigation Strategies" at 2:30 p.m. on Thursday, June 29. The session will cover the continuing trend of dietary supplement class actions, with topics including:

- Designing thorough internal class action preparedness protocols
- Understanding how offensive strategies such as sound advertising claims substantiation practices can be your best defense and nip a class action in the bud
- Tracking government and consumer protection group enforcement activity on which the plaintiff's bar might try to piggy-back
- Predicting when you may be a class action target
- Developing pre-suit defense strategies
- Implementing best practices for navigating pre-suit demand letters and complaints
- Considerations for budgeting and forecasting of litigation costs
- Comprehending how to allocate contractual liability in view of class actions
- Understanding when and how to enlist outside counsel
- Understanding how to make the "fish or cut bait" decision
- Which actions are worth fighting and which should be settled right away?

- Grasping what types of cases settle, which don't, and how much should be paid

[Learn more about the 11th Legal, Regulatory & Compliance Forum on Dietary Supplements.](#)

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## CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



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