

# Marketing Mistakes That Can Be Canna-strophic

June 21, 2023

Mistakes in marketing, advertising, and promotional statements (and omissions!) can be costly for businesses. On Thursday, June 22, 2023, Co-Chair of McGlinchey's Cannabis industry group, **Heidi Urness** (Seattle), will present "Marketing Mistakes That Can Be Canna-strophic" during the 2023 Cannabis Marketing Summit in Denver, Colorado. Heidi will explore topics related to "truthfulness" under three general categories of corporate business development activities:

- Truth in Labeling – adulterated and misbranded products (new best practices following FDA, recent statements re: supplements)
- Truth in Consumer Reviews – use of testimonials and influencers (FTC crackdown even in traditional industries since late-2021)
- Truth in Fundraising – securities fraud and risks for business owners (one of the fastest growing areas of cannabis litigation)

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## Related people

Heidi Urness