

Is your establishment running a promotion? Read on...



By [Brian Berkman](#): contributing editor, travel

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The new Consumer Protection Act has a number of regulations that will impact the practice of public relations and marketing - even in the hospitality and travel industries.

Among the most crucial are rules that govern competitions, promotions and give-aways. Product labelling and the writing of instructions "in plain English" may now become part of the communications function as failing to do so correctly may cost a company upwards of 10% of their turnover. These insights were shared by Deloitte's head of legal, Dean Chivers, who spoke at PR-Net Cape Town.

As a communications practitioner I feel daunted about the task we have ahead. In the same way as King 3 raises communication to a C-level function, this Act increases our responsibility to client or to the board where we hold in-house positions. Together with the Protection of Information Act, which is due to be promulgated soon, the CPA forces us to rethink the many tools we use and functions and fulfil, not least of which is creating and disseminating newsletters.

Dean Chivers will speak to PR-Net at The Park Inn, Sandton, Johannesburg about how the CPA impacts PR and marketing at 5.30pm on 2 June. See www.pr-net.co.za for information on how to book.

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