



Association of Corporate Counsel's Westchester/Southern Connecticut Chapter Program | Advertising and Social Media Law: What You Need To Know

Davis+Gilbert is a proud sponsor of the Westchester/Southern Connecticut Chapter of the Association of Corporate Counsel (WESFACCA).

Allison Fitzpatrick, Advertising + Marketing partner, and co-panelist Samantha Sigel, senior counsel at Epsilon, will speak during a session titled "Advertising and Social Media Law: What You Need To Know" at a WESFACCA program to be held in Darien, CT on February 2, 2017.

Session Overview

This half-day seminar will cover many of today's hot topics in advertising and social media law including:

- The FTC's Guides Concerning the Use of Endorsements and Testimonials and their impact in the social media realm as it relates to promotions, privacy and online liability issues and more
- Prize promotions (sweepstakes, games and contests) in the social media space including on Facebook, Twitter, Instagram and Snapchat
- User-generated content issues including intellectual property concerns, real-world examples and cases to illustrate the potential risks, and best practices as well as tactics to help mitigate risk
- Claim substantiation with a focus on hot button claims such as "all natural" and "Made in the USA"

Related People

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