

# Davis+Gilbert Counsel 2U® Advertising + Marketing Seminar | How to Avoid the Pitfalls and Enjoy the Success of Influencer Marketing

Influencer marketing is changing the media landscape. While influencer marketing offers great rewards, it also presents great risks as evidenced by the recent Fyre Festival fiasco. This session will cover the rapidly evolving legal landscape surrounding influencer marketing and will include an overview of the Federal Trade Commission's Guides Concerning the Use of Endorsements and Testimonials and its current application to social media marketing. In particular, this session will highlight:

- Lessons learned from the Fyre Festival and how to avoid becoming the next cautionary tale
- Best practices for influencer marketing, including with respect to disclosures, training, monitoring and influencer agreements
- What is new in influencer marketing – from AI/Bot Influencers, fake followers, “Sponcon” and the rise of child influencers

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## Featured Speaker

- Joseph A. Sena, Jr., Campbell Soup Company, Marketing & Privacy Counsel

## Davis & Gilbert LLP Speakers

Allison Fitzpatrick, Advertising + Marketing, Partner

Paavana L. Kumar, Advertising + Marketing, Associate

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