



# NAD & CARU: West Coast Conferences 2018

Davis+Gilbert is a proud sponsor of the National Advertising Division (NAD) and the Children's Advertising Review Unit's (CARU) West Coast Conferences 2018 taking place in San Francisco, CA on May 1-2.

Allison Fitzpatrick, Davis+Gilbert Advertising + Marketing partner, will moderate a session titled "Working with Influencers and Social Media – Getting it Right" at CARU West on May 2.

---

## Session Overview

- How to successfully partner with influencers and run a worry-free campaign on social media.
- How to reach the audience you want and avoid the one you don't.
- Delve into considerations in choosing the right partners and how your partners should be disclosing your relationship.
- How to plan for the unexpected in real time marketing.

---

## Related People

### Allison Fitzpatrick

Partner

212 468 4866

[afitzpatrick@dglaw.com](mailto:afitzpatrick@dglaw.com)