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Upcoming Event

**In-Person Event**

**Welcome to the New Era of Influencer Marketing:  
Reaping the Rewards while Reducing Your Risk**

Wednesday, September 13, 2023

[RSVP by September 6, 2023](#)

6:00 pm (EDT) - Registration  
6:30 pm (EDT) - Presentation  
7:30 pm (EDT) - Networking\*

Davis+Gilbert LLP  
1675 Broadway, New York, NY

It's a wide digital world filled with an array of opportunities and potential pitfalls. **Influencer marketing poses many unique risks and rewards**, and its deployment – ranging from celebrity endorsements to the use of micro-influencers on TikTok – in advertising and marketing campaigns isn't going anywhere anytime soon.

To guide both marketers and influencers through this ever-evolving landscape, the FTC has announced its newly revised (and long-awaited) Endorsement Guides – including updated guidance on the use of endorsements and testimonials reflecting public comments received since the FTC first published its proposed updates in 2022.

**This session will cover the new guides** and delve into **several key shifts in guidance**, including:

- Shortcomings in relying solely on a platform's **built-in disclosure tool** to satisfy endorsement requirements
- The FTC's **definition of an "endorsement"** (i.e., Virtual influencers, tags and fictionalized social media reviews)
- New perspectives on **child-directed advertising** and **deceptive review practices**
- And many more takeaways and actionable steps to ensure continued compliance

**Speakers**



**Allison Fitzpatrick**  
Partner

Advertising + Marketing



**Paavana Kumar**  
Partner

Advertising + Marketing

**Legal CLE Credit Available**

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of **1 credit hour** in the area of Professional Practice. (Note: The content of this course is appropriate for both newly admitted and experienced attorneys.)

*\*Davis+Gilbert is pleased to provide light refreshments for guests.*

**Questions**

Should you have any questions, please contact:

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