

The Business of Marketing Law

The Business of Marketing Law, will focus on social media campaigns with highly experienced legal professionals leading with sessions on a variety of important social media campaign topics.

These include updates on social media functioning and tips on counseling; best practices negotiating influencer deals and the difference between these and talent deals; running global social media campaigns; expert reviews of platform terms; running sweeps/contests and rules therein and major privacy concerns with social media campaigns.

When:

Start: Wednesday, December 4, 2019 at 8:00am

End: Wednesday, December 4, 2019 at 3:00pm

Where:

Frankfurt Kurnit Klein & Selz PC

28 Liberty Street, between William and Nassau Streets (formerly known as 1 Chase Manhattan Plaza)

35th Floor

New York, NY 10005

Agenda

TIME	EVENT DETAILS
8:15am - 9:00am	Breakfast
9:00am - 9:10am	WELCOME REMARKS
9:10am - 10:00am	AN UPDATE ON CURRENT SOCIAL MEDIA FUNCTIONALITY & HOW IT CAN IMPACT YOUR COUNSELING Hannah Taylor

TIME	EVENT DETAILS
	<p>Partner, Frankfurt Kurnit Klein & Selz PC</p> <p>Allison Brito Director, Business Operations, Wondersauce</p>
<p>10:00am - 10:50am</p>	<p>NEGOTIATING AN INFLUENCER DEAL: TIPS FOR A DIFFERENT KIND OF TALENT AGREEMENT</p> <p>Paavana Kumar Associate, Davis & Gilbert LLP</p> <p>Daniel Nemet-Nejat Senior Counsel, Home Box Office</p>
<p>10:50am - 11:10am</p>	<p>Networking Coffee Break</p>
<p>11:10am - 12:00pm</p>	<p>RUNNING A GLOBAL SOCIAL MEDIA CAMPAIGN</p> <p>Melissa Landau Steinman Partner, Venable LLP</p>
<p>12:00pm - 12:50pm</p>	<p>A PRIMER ON PLATFORM TERMS</p> <p>Ryan Martin Loeb & Loeb LLP</p>
<p>12:50pm - 1:50pm</p>	<p>Luncheon</p>
<p>1:50pm - 2:40pm</p>	<p>RUNNING A COMPLIANT SWEEPSTAKES & CONTESTS: PRACTICE TIPS FOR THE ENDORSEMENT GUIDES IN 2020</p> <p>Marc Roth Partner, Davis Wright Tremaine LLP</p> <p>Larry Berney</p>

TIME	EVENT DETAILS
2:40pm - 3:30pm	General Counsel, Don Jagoda Associates, Inc. MAJOR PRIVACY CONCERNS WITH SOCIAL MEDIA CAMPAIGNS Speaker TBD BakerHostetler