



Guideline Update: Adapting to the FTC's New Playbook for Direct Sellers

Direct Selling Channel Summit

Speaking Engagement

February 13, 2025 from 1:50 pm to 2:30 pm (EST)

Washington, DC

Salt Lake City, UT

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Partner [Donnelly McDowell](#) will be presenting **Guideline Update: Adapting to the FTC's New Playbook for Direct Sellers** at the upcoming Direct Selling Channel Summit in Salt Lake City. As regulators continue to set new standards for direct selling, this panel will unpack the latest FTC and FDA guidelines on pyramid schemes, income disclosures and product claims. By aligning business models with FTC standards, session attendees will be equipped to ensure your brand's messaging remains compelling, transparent and fully compliant.

Register [here](#).

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