

# Influencer 101 Webinar

Firm Event

March 24, 2020 from 12:00 pm to 12:30 pm (EDT)  
Washington, DC

Given the continuing growth in influencer and celebrity marketing to help create buzz, companies have additional worries about potential harm to their brands. Please join partner [Gonzalo Mon](#) for this 30-minute program on the legal issues surrounding social media influencers. This program will cover:

- Key legal requirements for influencer campaigns
- Notable enforcement actions, and what you can learn from them
- Practical tips for managing influencers

If you have questions you'd like us to try and address during the webinar, please feel free to send ahead.

## Who Should Attend?

Anyone who is new to influencer marketing or in need of a refresher should join us for this online-only event. The webinar will have something for everyone, including attorneys, influencers, agents, paralegals, marketers, social media managers, and executives.

## Related Services

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