

Navigating the Risks of AI in the Direct Selling Channel

Direct Selling Channel Summit

Speaking Engagement

February 14, 2025 from 9:20 am to 10:00 am (EST)

Washington, DC

Salt Lake City, UT

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Special Counsel [Ioana Gorecki](#) will be presenting **Navigating the Risk of AI in the Direct Selling Channel** at the upcoming Direct Selling Channel Summit in Salt Lake City. As artificial intelligence becomes more embedded in business processes, direct selling organizations face unique challenges and risks. This panel will explore the potential pitfalls of AI, from data privacy concerns to the ethical implications of automated decision-making, and the threat of misinformation or brand integrity issues in AI-driven communications. Panelists will examine the complexities of integrating AI responsibly in the direct selling channel, discussing regulatory considerations and the balance between innovation and safeguarding both the consumer and distributor experience. Participants will take a deep dive into the risks and rewards of AI and learn strategies to leverage this technology responsibly and ethically within their organization.

Register [here](#).

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