

# The Impact of Influencers, Native Advertisers, & Social Media on the Claims Substantiation Landscape

ACI's 2nd Annual Forum on Advertising Claims  
Substantiation

Speaking Engagement

January 31, 2019 from 8:45 am to 9:45 am (EST)

Washington, DC

Park Lane Hotel

Join partner [Gonzalo Mon](#) and three other advertising attorneys as they explore the evolving role of influencers, native advertising, and social media in advertising claims, try to understand how the rules for claims substantiation differ for social media as opposed to traditional methods, examine how social media and its progeny are becoming more mainstream in advertising, as well as discuss several other related topics.

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