

CONTINUING LEGAL EDUCATION

THE BAR ASSOCIATION OF SAN FRANCISCO



The Sports and Entertainment Section and Solo and Small Firm Section of the Barristers Club present

Introduction to Social Media Influencer Advertising

Wednesday
August 19, 2020

Program: 9:30 - 10:45 a.m.

Speakers

Ellen Eichner

Intellectual Property and Media Attorney

Kristen Trad

Commercial Counsel, Strava, Inc.

Gabrielle Wooden

Founder and Chief Writer, Cotta Studio

Jenny Wu

Fashion Lawyer and Social Media Influencer

Moderator

Amanda Schwartz

This CLE will cover the basics around the use of social media influencers for advertising purposes. We'll go through the different kinds of advertising an influencer can provide, as well as what to include in a contract, who is liable if something goes wrong, how to mitigate and allocate risk appropriately, and what considerations go into selecting an influencer to work with.

Topics

- What is "influencer advertising"?
- Contractual Considerations
- Liability and Risk Allocation
- Selecting an influencer to work with

MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider.

Provider #103

In-Person Location (Due to the social-distancing rules currently in place, this event is currently planned as an online-only presentation. Please check the CLE calendar for any changes)

Cost

\$30 Section Members

\$40 BASF Members, Government & Nonprofit Attorneys

\$55 Others

FREE for BASF Student Members

All prices increase \$10 on the day of the program.

Event Code: B201481

BASF Members:

Be sure to log in to get your discounts!

Refunds will be given up to 48 hours in advance, less a \$10 handling fee.

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations.

Section Co-Chairs:

Kristen Trad, Strava, Inc. & Nat Ochoa, Reed Smith

Anna Liu, Steven Adair MacDonald & Partners & Liên Payne

Event Code: B201481 Register online: www.sfbar.org/calendar

CLE Webcast: www.sfbar.org/online-cle



Live



Recorded
Available Aug 29