

# Influencer and Brand Legal Compliance: Striking the Balance Between Innovation and Regulation

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Orlando, FL

Olshan Advertising Chair Andrew Lustigman will speak at the *IZEAFest 2017* conference on February 11th for the “Influencer and Brand Legal Compliance: Striking the Balance Between Innovation and Regulation” session. From PewDiePie to fashion bloggers to Kim, regulators have increased their scrutiny of influencer campaigns. In this fast-paced session, hear what lessons can be learned from these actions and what to expect in the future. The conference is a two day interactive event being held at Gaylord Palms Resort & Convention Center, which is designed to educate, inform and connect social media enthusiasts. Attendees will meet brands and creators in a collaborative and open setting while learning build your brand.

## PROFESSIONALS

Andrew B. Lustigman

## PRACTICE AREAS

Advertising, Marketing & Promotions