Social Influencers:
Copyright, Publicity and Contracting

MONDAY, OCTOBER 30, 2017

5:30–7:00 pm
Northeastern University
School of Law
250 Dockser Hall
65 Forsyth Street
Boston

FEATURED SPEAKERS
Amanda Schreyer, Counsel, Morse Barnes-Brown Pendleton
Maria Guerra, Executive Vice President, Influence Central

You know social influencers — people who have established credibility and a following on social media, who can persuade others to click, watch and buy. They offer advice, reviews and personal feedback to inform everyday consumption and purchases. Who are these people? How do they form business relationships with brands? And what does intellectual property and internet law have to do with it?

Come hear attorney Amanda Schreyer and influencer agent Maria Guerra speak about this how this dynamic is playing out in law, business and society today.

Light refreshments will be served.

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