



Location: Stationers' Hall, Ave Maria Lane, EC4M 7DD

Monday, 23 March 2020

Bi-Livery DMG Roundtable

Influencer Marketing: Doing it right

Tickets £25

Ticket deadline
Monday, 16 March 2020

Schedule

- 6.30 PM Drinks and Networking
- 7.00 PM Discussion
- 8.45 PM Buffet supper and Networking
- 9.15 PM Event ends

To book a ticket

Online (debit/credit card)
stationers.org/events

Cheque with the form below
Payable to 'The Stationers Company'. Send form to Stationers' Hall, FAO Lucie McCord

Join us on March 23 for an educative and entertaining evening exploring the challenges for regulators and participants in the fast moving and dynamic world of influencer marketing and use of social media.

63% of brands plan to increase their budget for influencer marketing which is on track to be a \$10 billion industry in 2020. A YouTuber with 1-3 million subscribers can earn £100,000+ per sponsored post and even so-called micro-influencers can earn between £250 and £1,000 per post.

Influencer marketing is most effective when trust exists between influencers and followers. But what if that trust is abused or subverted by paid for 'sponsored' messages and supposed personal opinions that are in effect adverts for brands? How can regulators control an unorganised and disparate form of media, and how can brands ensure they stay on the right of the regulations when they delegate responsibility for messages to influencers?

Chaired by Marketor Liveryman **Jeremy Stern**, come, listen, learn and engage with our discussion on these important topics with our speakers:

Jason Freeman - Legal Director at the Competition and Markets Authority, will focus on the CMA's recently issued guidance on influencer marketing.

Robert Bond - Partner at Bristows Law and a Certified Compliance Professional will look at the hard legal aspects.

Kumba Dauda - blogger and influencer covering fashion, beauty and lifestyle will talk about the challenges of delivering compliant content whilst still appealing to your followers.

Jessica Zbinden-Webster - Political Communications Strategist at the House of Commons will consider the role of politicians as social media influencers as well as how social media will influence politicians of the 21st century.



Influencer Marketing - Doing it right
Monday, 23 March 2020

To: Lucie McCord,
Office Administrator,
Stationers' Hall,
Ave Maria Lane,
London EC4M 7DD

Title & name _____

Telephone _____

Email _____

Address _____

Guest name(s) _____

Number of tickets

× £25 = £

Dietary requirements/seating requests _____

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