

ANA Brand Activation Law @ Pepsi

ANA Members Only Conference: The Business of Marketing Law focuses on the transactional skills and knowledge of the latest law necessary to effectively negotiate, draft, execute and fulfill complex legal contracts in the marketing and advertising and privacy law space, and especially in digital and social media.

Highly experienced legal professionals will lead sessions on a variety of important topics. Handouts will be provided or made available as uploaded. CLE credits available.

When:

Start: Monday, December 11, 2017 at 8:15am

End: Monday, December 11, 2017 at 4:00pm

Where:

Pepsi-Cola North America
700 Anderson Hill Road
Purchase, NY 10577

Agenda

TIME	EVENT DETAILS
8:15am	Breakfast
9:00am	General Session
	Negotiating Influencer and Brand Ambassador Agreements
	Speaker TBA
	Virtual Reality and Augmented Reality Deals
	Speaker TBA
	The Newest in Music Deals
	Speaker TBA
10:50am	Networking Coffee Break

TIME	EVENT DETAILS
12:00pm	Keynote from Host
12:50pm	Luncheon Negotiating Winning Sports Marketing Deals Speaker TBA The Latest in Big Data and Cyber Security Contracts Speaker TBA