

# Events

## Key Contacts

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## Webcast: Legal Considerations for Social Media Contests

July 25, 2017

O'Melveny special counsel Scott Pink will speak on the live webcast "Social Media Contests and Sweepstakes: Understanding Legal Considerations and Regulations" on July 25, 2017, from 1 pm to 2 pm EST.

Social media has become a key marketing channel for nearly all businesses and offering contests and sweepstakes through these channels has proven to be an effective way to build traffic, improve brand awareness, and ultimately attract customers. While these prize promotions offers endless possibilities, they are not without risk. This webcast, presented by The Knowledge Group, will cover key elements of a social media contests and sweepstakes, and provide an in-depth discussion of how to use cutting edge marketing techniques and comply with FTC and state regulations. Visit The Knowledge Group for further details.

Based in O'Melveny's Silicon Valley office, Pink focuses his practice on advertising, marketing, and promotions law, emerging issues in social media law, and cybersecurity and privacy.

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