



## HOW INFLUENTIAL ARE YOU?: How Rights Owners Can Use Social Media and Brands to Make Money

Tuesday, November 15, 2016 | 6:15 PM Check-In • 6:30 PM Cocktails • 7:00 PM Dinner  
SPORTSMEN'S LODGE EVENTS CENTER 12833 Ventura Blvd, Studio City, CA 91604  
(Coldwater Canyon & Ventura Blvd)

The panel will cover how to use partnerships with brands and social media influencing to create an ancillary revenue stream for talent and companies. This panel will teach what brands are looking for, what is needed to be a social media influencer, how to secure a deal with an influencing agency or brand, deal structures, and how to leverage influence online to earn money. This panel will address these issues from both multiple perspectives, including the brands themselves, indie and established talent, and publishers and labels. In today's music economy, these avenues can be lucrative income streams on their own, as well as help to increase other areas of revenue. A must attend panel!

### **Moderator:**

- **Erin M. Jacobson, Esq.**, The Music Industry Lawyer

### **Panelists:**

- **Matthew Abdo**, theAmplify
- **Hunter Scott**, LaFamos
- **Rob Souriall**, Disney Music Group

**Advance RSVP (via voicemail or paypal by noon, Monday 3/6):**  
**CCC Members \$50 per person | Non-members \$65 per person**

**Walk-Up Dinner (pay at the door, no prior RSVP):**  
**CCC Members \$55 per person | Non-members \$70 per person**

**Students: \$50 per person - must show College ID at the door [\[contact us\]](#)**

### **Dinner includes:**

**Appetizer:** Classic Cesar Salad

### **Your Choice of Entree:**

- Porcini mushroom ravioli with white truffle cheddar cheese sauce
- California chicken breast stuffed with mozzarella, sundried tomato, spinach and basil veloute
- Atlantic Salmon with dill sauce

### **Side:**

Roasted Rosemary Potatoes

**Dessert:** Trio of Sorbet with fresh berries

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**Attention Attorneys:** This activity has been approved for Minimum Continuing Legal Education Credit by the State Bar of California in the amount of one (1) hour. The CCC certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education. Attorneys who wish to register for MCLE Credit must include their state bar number with their reservation. Please remember to sign the sign-in sheet and obtain a certificate when you arrive at the meeting