



Electronic Retailing Association  
Leaders in Direct-to-Consumer Commerce

# AGENDA

## ERA Spotlight Session: Endorsement and Testimonials

Monday, December 14, 2009

9:30 a.m. - 1:45 p.m.

Hilton Long Beach & Executive Business Center  
Long Beach, CA

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**9:30 a.m. - 10:00 a.m.**

**Registration and Coffee**

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**10:00 a.m. - 10:15 a.m.**

**Welcoming Remarks**

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**10:15 a.m. - 11:15 a.m.**

**FTC Testimonial and Celebrity Compliance Panel**

**Speakers:** Rich Cleland of the FTC, Ed Glynn of Venable LLP, Peter Marinello of the Electronic Retailing Self-Regulation Program (ERSP) and Jonathan Gelfand of Product Partners LLC

**Moderator:** Julie Coons of the Electronic Retailing Association

**Topics:**

- Facts and Myths about disclaimers
- Net Impression – what does it mean now?
- Be effective without being deceptive

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**11:15 a.m. - 11:30 a.m.**

**Break**

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**11:30 a.m. - 12:30 p.m.**

**Social Media – A New Frontier**

**Speakers:** Rich Cleland of the FTC, Linda Goldstein of Manatt, Phelps & Phillips and Peter Marinello of the Electronic Retailing Self-Regulation Program (ERSP)

**Moderator:** Julie Coons of the Electronic Retailing Association

**Topics:**

- Can bloggers be fined \$11,000?
- What kind of social media policy is appropriate?
- Solutions for Facebook, Twitter, and Blogs

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**12:30 p.m. - 1:45 p.m.**

**Lunch and Q&A with the FTC**

*\*\* Schedule and location subject to change*

*\*\* Schedule as of November 24, 2009*