

**Events**

## **JIM DUDUKOVICH TO LEAD PANEL AT SXSW ON 'BRANDS & CREATORS'**

Mar 07, 2022

BCLP Counsel Jim Dudukovich led a session at the 2022 SXSW Conference, set for March 11-20 in Austin, Texas.

Jim's session, "Brands & Creators: How To Play By the FTC's Rules," featured a cross-section of the industry's top professionals who shared insights on how brands, creators, and other stakeholders can stay out of the Federal Trade Commission's crosshairs while partnering to deliver compelling branded content. Joining Jim on stage at SXSW was Wayland Boyd (Fetzer Vineyards), Emily Ho (Authentically Social) and Kristy Sammis (CLEVER Influencer Marketing Agency).

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film, music, education and culture.

Jim is a nationally recognized advertising, marketing and social media lawyer with nearly 30 years' experience. Jim spent over two decades in-house supporting billion-dollar brands like Coca-Cola as well as entrepreneurial and disruptor brands like Blue Apron and Chobani. In addition to being named to Best Lawyers in America for advertising law, he is a pioneer in the digital/social space and a thought leader on social media policies, influencer marketing and the FTC Endorsement Guides.

[Click here](#) to learn more about SXSW.

### **RELATED PRACTICE AREAS**

- Marketing & Advertising
- Sports & Entertainment

## MEET THE TEAM



### **Jim Dudukovich**

Atlanta

[jim.dudukovich@bclplaw.com](mailto:jim.dudukovich@bclplaw.com)

[+1 404 572 6733](tel:+14045726733)

---

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be “Attorney Advertising” under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP’s principal office and Kathrine Dixon ([kathrine.dixon@bclplaw.com](mailto:kathrine.dixon@bclplaw.com)) as the responsible attorney.