

Events



Consumer Connection: How Social Media is Linking Consumers with Independent Sellers & Emerging Entrepreneurs

NOVEMBER 19, 2015
12:00 PM

The American Action Forum will host an event entitled “Consumer Connection: How Social Media is Linking Consumers with Independent Sellers & Emerging Entrepreneurs” on November 19, 2015 at noon.

The event will examine how social media serves as a conduit between businesses and consumers, the rising role of social commerce, and the regulatory threats to the independent contractor model.

Join the conversation on Twitter by using the hashtag #SocialCommerce.

Keynote:

The Honorable Elaine L. Chao, *24th US Secretary of Labor (2001-2009)*

Panelist:

Kim Sater, *Director, US Consumer Marketing, Mary Kay Inc.*

Mike Malloy, *President & CEO of Waveborn Sunglasses, and Entrepreneur-in-Residence at Georgetown University*

Christopher Koopman, *Research Fellow, George Mason University's Mercatus Center*

Will Rinehart, *Director of Technology and Innovation Policy, AAF*

Lunch will be provided.

Thursday, November 19 at noon

AAF Office

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5th Floor