



# Follow the Lead

An FTC Workshop on Lead Generation

7:45 a.m.



8:30 a.m.

Alexandra Farnsworth, Director, Federal Trade Commission

Debra C. Poff, Director, Federal Trade Commission

8:45 a.m.

The average adult spends over 100 hours each year on social media, and the average adult spends over 100 hours each year on social media, and the average adult spends over 100 hours each year on social media.

MODERATOR:

Alexandra Farnsworth, Director, FTC

PANELISTS:

Debra C. Poff & Brad M. Poff, Lead Director

Cherie O'Connell, Partner, L.L.P.

Cherie O'Connell, Lead Director

Facilities & Administrative Services, Inc. & American Tech Solutions, Inc.

Federated & CEO, American Tech Solutions

10:15 a

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Th a e d c h ead e e a ed he e d d ,  
c d he e a a c ce a a ee a d he  
de . Pa e a d c e a ed c e ec e .

**MODERATOR:**

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A e , D F a c a P a c c e , FTC

**PANELISTS:**

F de & E ec e D ec , W d P a c F

V ce P e de & Head C a ce, Le d Tee, l c.

P e de , Pa e Wee \_ LLC

C - de , P e de & CEO, Se S ce LLC

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D ec Tech P c P ec , U

11:15 a

11:30 a

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**MODERATOR**

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A e , D F a c a P a c c e , FTC

**PANELISTS**

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A a A e Ge e a, l a De a e J ce

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Se V ce P e de , Ma Med a G

F de & CEO, a e Tech e

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A e

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CEO, B e Ph e Med a

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12:30 🗣️

1:30 🗣️

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d c he a cab \_ he FTC Ac a d he e a c e .

**MODERATOR**

**r**  
A a D ec , D F a ca P ac ce , FTC

**PANELISTS**

**r**  
SVP C a e De e ue , Le a & C ue a ce, Q S ee, I c.

F de & E ec e D ec , W d P a ç F ue

**r**  
C ue P ue D ec , USP b c l e e Re ea ch G

Pa e , Ve abe LLP

**r**  
A e , D E ce ue , FTC

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