



entertainment or marketing?: the role of social media content creators in everyday life

What's Next?!? The Future of Entertainment, Sports, and IP Law

October 24, 2025

Event Sponsor: American Bar Association

Stacey Chuvaieva is speaking on the panel, "Entertainment or Marketing?: The Role of Social Media Content Creators in Everyday Life" at the American Bar Association's What's Next?!? The Future of Entertainment, Sports, and IP Law Conference on October 24, 2025.

About the panel..

Have the everyday hobbies of average people become the future of entertainment and marketing? What may have once been merely a fun and creative outlet for regular people to show off their lifestyle choices on YouTube and social media now comprises a significant portion of the entertainment industry. Every year, content creators generate millions of dollars in revenue from advertising revenue, sponsorships, and endorsements. Average people are thrust, sometimes overnight, into the celebrity realm and small companies are being built around Internet videos with fierce and dedicated fanbases. At the same time, companies that previously spent marketing dollars on print, television, and radio advertisements, have found significant value in hiring content creators to place their products and services instantly in front of their target demographics.

In this panel, we will hear from counsel for companies who utilize content creators, counsel for talent, and content creators themselves, who will all provide valuable insight into the future of both entertainment and marketing.

Learning Objectives:

- Counsel of all experience levels will have the opportunity to hear directly from a content creation team, providing practical insight into the inner workings of a small business operating around content creation.

attorneys

Stacey Chuvaieva, CIPP/US/E

practice areas

entertainment & ip litigation
intellectual property



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- Corporate counsel will gain a better understanding of specific laws, rules, and regulations they need to be aware of, together with best practices to protect their client from risks, while hiring influencers.
- Talent counsel will gain a better understanding of critical deal and negotiating points when navigating contracts on behalf of their clients.

Moderator:

Bryan Kroes, Attorney and Shareholder, Hurtado Zimmerman SC., Wauwatosa, WI

Speakers:

Stacey Chuvaieva, Associate, Mitchell Silberberg & Knupp LLP, New York, NY

Francine and Miran Maric, Lady Luck HQ, Las Vegas, NV

Krystle Meyers, Founder & Principal Attorney, Eleven Law Firm, LLC, Baltimore, MD

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