

## Fake News, Real Costs: How Disinformation and Deepfakes Impact Business and What to Do About It

FEBRUARY 11, 2022  
VIRTUAL

Viral disinformation and the growing ease with which believable synthetic media (often called deepfakes) can be created will accelerate a range of business dangers.

In this presentation, WilmerHale Counsel Matthew Ferraro will discuss how false narratives and deepfakes related to a variety of legal harms, including reputational risk, market manipulation and social engineering fraud, pose particular dangers to businesses.

Mr. Ferraro will provide participants with actionable steps they can take to mitigate these harms and an understanding of what businesses and legal departments can do before, during and after a disinformation or deepfakes episode.

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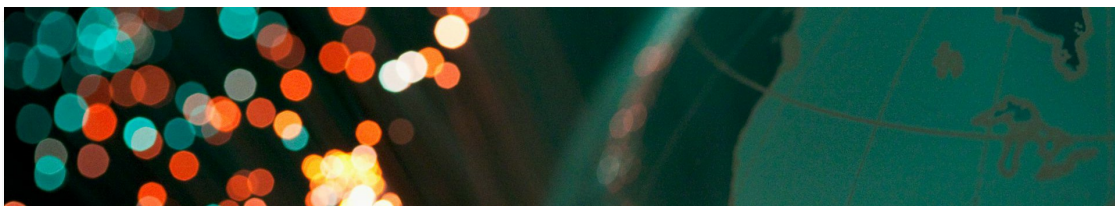
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