

Fall Consumer Protection Conference

October 27, 2026 | Washington, DC

[Omni Shoreham](#) | 2500 Calvert St NW, Washington, DC

Draft – Public Day Agenda

All sessions will take place in the [Blue Room](#) unless otherwise noted.

Contact Maggie Hunter at mhunter@naag.org with any questions.

Tuesday, October 27 | Open to all registered attendees

8:00 am – 9:00 am	Registration, Badge pick-up, and Networking Breakfast
9:00 am – 9:10 am	Session .01 Welcoming Remarks Kate Donovan , <i>Director, Center for Consumer Protection, National Association of Attorneys General</i> Brian Schwab , <i>District of Columbia Attorney General</i>
9:10 am – 10:00 am	Session 1 – The Pursuit of Wellness: Consumer Protection Risks in the Modern Health, Beauty, and Longevity Economy As consumers, including teens, spend billions on weight-loss drugs, anti-aging treatments, supplements, and biohacking products, this panel will explore emerging consumer protection challenges. Topics include deceptive marketing, unapproved and compounded products, telehealth prescribing, subscription traps, and the health and safety risks associated with the rapidly growing wellness and enhancement marketplace.
10:00 am – 10:15 am	Break
10:15 am – 11:05 am	Session 2 – Agentic AI – What is it? What are the risks? How to protect consumers as online shopping becomes autonomous. As AI-powered agents begin searching for products, making purchases, and arranging payments on consumers' behalf, this panel will explore emerging consumer protection challenges. Topics include transparency, disclosures, hidden fees, conflicts of interest, platform favoritism, and accountability in AI-driven commerce, as well as the role state AGs can play in protecting consumers as agentic shopping and payments become mainstream.

Fall Consumer Protection Conference

11:10 am – 12:00 pm	Session 3 – From AI to Consumer Voice & Video Cloning Apps: Protecting consumers from technology designed to evade scam detection and defeat age verification guardrails. This panel will examine how voice cloning and video technology is reshaping the fraud landscape and what attorneys general can do to respond. Panelists will discuss emerging scam typologies, how AI and tech platform infrastructure actually work, enabling scams, and discuss consumer protection authorities available to state attorneys general.
12:00 pm – 12:30 pm	Buffet Luncheon & Keynote Address
12:30 pm – 1:30 pm	Keynote Speaker: Ryan Dunlap <i>LEADING UNDER PRESSURE IN THE PUBLIC SQUARE</i> Ryan Dunlap is a former law enforcement investigator, hostage negotiator, and author of <i>How to Untie a Balloon</i>. As state Attorneys General increasingly lead high-stakes consumer protection and multistate enforcement efforts, conflict has become unavoidable—and more visible. Government attorneys and business leaders alike often face escalating enforcement challenges while simultaneously tasked with maintaining institutional credibility, personal and professional reputations, and the public trust. In this keynote, Ryan Dunlap explores how leaders can maintain legitimacy, influence, and professional relationships while operating under intense pressure, political scrutiny, and adversarial negotiation. Drawing on his work in conflict dynamics, Dunlap offers practical strategies for staying grounded, communicating effectively, and advancing outcomes without sacrificing civility or trust.
1:30 PM – 2:00 pm	Networking Break
2:00 pm – 3:00 pm	Session 4 – When the Medium is the Message: Influencer Marketing Compliance with Consumer Protection Laws Businesses hire influencers to promote their branded products, generate interest, build loyalty, and reach niche consumer communities. Content that is often designed to appear organic and independent may mislead consumers about the influencer’s relationship with the brand. Whether it’s an express endorsement or consumer testimonial, advertising messages must comply with federal and state advertising laws.
3:00 pm – 3:15 pm	Break with snacks

Fall Consumer Protection Conference

3:15 pm – 4:15 pm	Session 5 – Ethics Everyone’s favorite way to learn ethics! In this lively hour-long session, attendees will work to answer ethics related questions based on the ABA Model Rules of Professional Conduct. Some questions may offer bonus points! This fun hour will focus on the ethics rules most likely to come up in government practice, recent ethics opinions, the use of artificial intelligence, and legal ethics issues found in pop culture and the news. May the odds ever be in your favor! MODERATOR: Jared Q. Libet, <i>Deputy Attorney General, South Carolina Attorney General’s Office</i> FACILITATORS: Alexis Cocco, <i>Consumer Counsel, NAAG</i> Jeff Hill, <i>Executive Counsel, Tennessee Attorney General’s Office</i>
4:15 pm – 4:30 pm	Open Mic & Closing Remarks
5:00 pm – 6:30 pm	Reception – <i>Blue Room Terrace</i>

The National Association of Attorneys General and the Center for Consumer Protection would like to extend special thanks to each of the Consumer Protection Conference Planning Committee members for their time and effort, without which this conference would not be possible.

Christine Cryer, Arkansas

Mike Wertheimer, Connecticut

Nathan Blake, Colorado

Victoria Frankle, Delaware

Rebecca Quinn, Delaware

Chris Styron, Louisiana

Karen Valentine, Maryland

Jessica Whitney, Minnesota

Kunal Choksi, North Carolina

Melissa Wright, Ohio

Jared Libet, South Carolina

Douglas Crapo Utah

Laura McFarlane, Wisconsin

Save the Date!

Spring Consumer Protection Conference

May 4–6, 2027