

## The Making of the Grammy Moment: How Intel Helped Lady Gaga Become David Bowie

### ANA/BAA Marketing Law Conference

11.09.2018

#### Location:

Chicago Marriott Downtown Magnificent Mile 540 North Michigan Avenue Chicago, IL 60611

#### When:

Friday, November 9, 2018 1:50 p.m.

#### About:

Sheppard Mullin partner Sidney Fohrman will speak on “The Making of the Grammy Moment: How Intel Helped Lady Gaga Become David Bowie” at the ANA/BAA Marketing Law Conference in Chicago, with Dominic Sandifer, Group President at Greenlight Media and Marketing.

Sid and Dominic will provide a behind-the-scenes account of Lady Gaga’s use of Intel’s technology to power her Grammy homage to David Bowie along with legal, creative and business insights and deal strategies for creating valuable synergies between brands and musical artists.

### Attorneys

Sidney S. Fohrman

### Practice Areas

Entertainment and Digital Media