

Eva Davis Moderates AWAI Panel on Social Media

JULY 13, 2015

Eva Davis, chair of the firm's West Coast private equity practice, moderated an [Association of Women in Alternative Investing \(AWAI\)](#) panel on July 13, 2015, at Winston's [San Francisco office](#).

The panel, "Alternative Managers Testing the Social Media Waters," discussed the use of social media by asset managers, private equity funds, venture capital funds, and other members of the investing community. It addressed which social media platforms may be the best, how messages should vary across different platforms, considerations for branding your company versus your managers, and how to help get your compliance teams (including lawyers) on board with social media.

Ms. Davis was joined by Courtney McQuad, social media advisor for Forward (Salient Partners), Matthias Knab, managing director and managing editor of Opalesque, and Tom Walek, president of capital markets and financial services for Peppercomm.

Winston & Strawn will sponsor the event.

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