

# 2018 PRSA Counselors Academy Conference | Finding Strength in Diversity: Tap Your Agency's Exceptional People, Place and Purpose to Make a World of Difference

Davis+Gilbert is a proud sponsor of PRSA Counselors Academy's Spring Conference taking place in Toronto, Ontario May 6-8. Davis+Gilbert Partners **Michael C. Lasky**, Chair of the Public Relations Law Practice Group and Co-Chair of the Litigation + Dispute Resolution Practice Group, and **Brad J. Schwartzberg**, Co-Chair of the Corporate + Transactions Practice Group, will both present at the conference.

On May 6, **Brad Schwartzberg** will speak during the pre-conference session titled "Planning Your End Game: A Master's Course in Maximizing Your Agency's Value and Preparing for Sale." This session will cover the latest approaches for assessing an agency's next level of leadership, creating a succession plan, determining the best timing for sale, steps to take to maximize a firm's value and legal and financial pitfalls to avoid.

On May 6, **Michael Lasky** will speak during the pre-conference session titled "Grow, Run and Protect a Stronger, More Profitable Agency: The Best of Counselors Academy Program Overview." This special pre-con session brings together some of the most highly rated speakers from past Counselors Academy conferences for a master's course on how to build and manage a stronger, more profitable agency. In addition, on May 8, **Michael Lasky** will lead a breakout session titled "Anti-Harassment Training for Today's PR Firm." The session is designed to help PR firms implement best practices to prevent employees from engaging in risky behaviors, help agency owners and managers take immediate measures to limit their liability and foster a harassment-free workplace.

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## Related People

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