



PRSA Counselors Academy 2017 Spring Conference | Grow, Run and Protect a Stronger, More Profitable Agency: The Best of Counselors Academy

Davis+Gilbert is a proud sponsor of PRSA Counselors Academy's Spring Conference taking place in Seattle, Washington on May 7-9.

Brad J. Schwartzberg, Davis+Gilbert Corporate + Transactions Co-Chair, will host a discussion with co-presenter Philip A. Nardone Jr., President, PAN Communications during a breakout session titled "Using Incentive Compensation to Attract and Retain the Best Talent." In this session, they will discuss the latest best practices for structuring and implementing various forms of cash and equity-based incentive compensation plans to protect and reward your agency's most valuable asset – your people. In addition, Mr. Schwartzberg will speak during a pre-conference session titled "Planning Your End Game: A Master's Course in Maximizing Your Agency's Value and Preparing for Sale." Mr. Schwartzberg and his fellow panelists Rick Gould, managing partner, Gould + Partners; Alex Halbur, managing partner, Prosper Group; and moderator Elise Mitchell, APR, fellow, PRSA, CEO, Mitchell Communications, and CEO, Dentsu Aegis Public Relations Network will discuss the best practices for agency owners to monetize the value of public relations firms.

Michael C. Lasky, Davis+Gilbert Public Relations Law Chair and Litigation + Dispute Resolution Practice Group Co-Chair, will present during a session titled "Grow, Run and Protect a Stronger, More Profitable Agency: The Best of Counselors Academy." Mr. Lasky and co-presenters Ken Jacobs, CPC, ACC, Jacobs Consulting & Executive Coaching; Darryl Salerno, CEO, Second Quadrant Solutions; and moderator Filomena Fanelli, founder and CEO, Impact PR & Communications will offer a master's course on how to build and manage a stronger, more profitable, and headache-free agency.

Davis+Gilbert has secured for clients and friends of the firm a registration discount of \$305 for non-PRSA members, and a \$100 discount for PRSA members. Please note registration rates increase on Monday, April 10. To take advantage of the promotional rate, please reference code **CA2017SPN** when you register [here](#).

Related People

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