

INNOVATE: NY Presented by the Advertising Club of New York | How To Survive Thrive As An Independent Agency: Best Practices for Owners Preparing for Sale and Key Legal Advertising Tips

Davis+Gilbert is a proud sponsor of The Advertising Club of New York's INNOVATE:NY program to be held in New York on July 11. This invitation-only program is one in a series of business solution programs.

Jason M. Abramson, partner, Corporate + Transactions Practice Group and his co-presenter Arthur Muldoon, Co-Founder & CEO at Accordant Media will speak during a session titled "Prep for Sale & Exit Strategies." Richard S. Eisert, Davis+Gilbert Advertising + Marketing co-chair will speak during a session titled "Advertising Law: Developments & Emerging Trends."

Prep for Sale & Exit Strategies Session Overview

With an ever-increasing appetite from private equity shops, as well as mid-sized and larger independents looking to expand internationally through strategic mergers and acquisitions, it has never been more important for agency and ad tech owners to understand what they should (or should not) be doing to maximize their possible acquisition opportunities. Attendees will learn why, when and how one should prepare for the sale of a business and what to expect as part of the sale process. Among other topics, this program will cover associated considerations and methods to:

- Position a company for sale to enhance enterprise value and purchase price
- Anticipate and avoid deal-breaking issues with a potential buyer
- Incentivize and retain second tier management
- Manage and identify risks associated with a potential sale

Advertising Law: Developments & Emerging Trends Session Overview

It is critical to stay on top of the ever-changing legal landscape of the advertising industry. With an industry in flux, the FTC, self-regulatory organizations and Congress are all grappling with the principles and rules to govern digital marketing. This session will discuss hot topics in digital advertising law, touching on the latest developments in a variety of buzzworthy topics including:

- Social media
- Native/Influencer advertising
- Privacy and Interest-based advertising

Agenda

8:30 a.m. – 9:00 a.m. – Breakfast

9:00 a.m. – 10:30 a.m. – Presentation

This program is targeted to CEOs, founders, presidents, CFOs, and senior management at independently-owned advertising agencies.

Related People**Jason M. Abramson**

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