



PR Council Lunch Seminar + Webinar | Strategies to Attract, Retain and Incentivize Key Talent

On Wednesday, October 10, Davis+Gilbert is hosting a PR Council lunch seminar titled “Strategies to Attract, Retain and Incentivize Key Talent” to be held at the firm’s office in New York. Davis+Gilbert Partners **Brad J. Schwartzberg**, Co-Chair of the Corporate + Transactions Practice Group, and **Michael C. Lasky**, Chair of the Public Relations Law Practice Group and Co-Chair of the Litigation + Dispute Resolution Practice Group, will both present. This program will also be offered as a webinar.

Overview

In today’s competitive market – particularly as the right skills for digital, content creation, measurement, and business development are proving harder to come by – many PR firms are moving away from traditional compensation models and discretionary annual bonuses. Instead, savvy firms are using both long-term incentive compensation programs and “equity” based alternatives to attract, retain, incentivize and empower their best people.

This seminar will explore how these techniques not only attract and retain an agency’s future leaders, but also get owners and key employees “rowing” in the same direction – to drive your agency’s profitability, performance and growth.

This is a complimentary program for PR Council members. Non-members may also register for \$100, payable to PR Council.

Related People

Brad J. Schwartzberg

Partner/Co-Chair

212 468 4966

bschwartzberg@dglaw.com

Michael C. Lasky

Partner/Co-Chair

212 468 4849

mlasky@dglaw.com