

PRSA Virtual Conference | Avoiding Key Pitfalls in Agency Client Agreements

Michael C. Lasky, Public Relations chair and Litigation + Dispute Resolution co-chair, and Darren Fried, Advertising + Marketing counsel, will speak during a webinar titled “Avoiding Key Pitfalls in Agency Client Agreements” during the PRSA Virtual Conference on October 16.

Session Overview

This session will discuss the major problems (and solutions) public relations firms face when entering into their client contracts. Additionally, the session will cover the key aspects and protections that the agency should include in its updated model contracts, including various compensation models, the termination provision, the indemnification obligations, ownership of intellectual property, exclusivity provisions and data and privacy obligation. Lastly, the session will provide tips on how agencies should negotiate the terms of the client contract when the clients form of its contract is being used.

[Click here for more information.](#)

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