



# The Holmes Report's Provoke Forum #Provoke19 | M&A as a Growth Strategy

Davis+Gilbert is a proud sponsor of The Holmes Report's Independent PR Firm Forum taking place at The Watergate Hotel in Washington, D.C. on October 21.

Brad J. Schwartzberg, co-chair of the Corporate + Transactions Practice Group and Michael C. Lasky, Public Relations Law chair and Litigation + Dispute Resolution Practice Group co-chair, will moderate a panel session titled "M&A as a Growth Strategy" featuring:

- Mark Eber, President & Partner, imre
- Phil Nardone, Chief Executive Officer, PAN Communications
- Peter Finn, Founding Partner, Finn Partners
- Anne Green, Principal & Managing Director, G&S Business Communications

The session will be kicked off by announcing the results of a research study conducted by Davis+Gilbert.

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## Session Overview

The pace of PR agency mergers and acquisitions is up this year, reflecting a dynamic and robust market. A recent study found that 65% of the buyers were independent firms in the deals completed this year. These strategic "buy side" M&A deals have proven to be very rewarding to buyers and sellers — whether to enhance service offerings, secure talent, provide leadership opportunities, or expand in an industry sector or geography. This lively and informative session will explore when, how, and why leading firms are using M&A to augment their organic growth as well as learn:

- How to identify targets
- The steps a firm needs to take in becoming a successful buyer
- How to price and structure acquisitions
- How to maximize your firm's up-side while protecting its down-side
- How to ensure a successful integration after the deal closes

In addition, on October 22, Michael Lasky will interview Scott Stanzel, Managing Vice President at Capital One during a session titled "The New Era of PR – Rising Up Through The C-Suite." The session will discuss the value of PR in establishing loyalty and trust for a brand in a time of transformation, the added challenges and opportunities for today's communications teams, and the ways in which Capital One has addressed these and other PR changes in a constantly evolving media landscape.

By virtue of our participation, we were able to secure a 10% discount on registration for our clients and friend. To take advantage of the promotional rate, please [click here](#) to register and enter code DG-772.

For more information about the Forum, visit [The Holmes Report's event website](#) for complete program details.

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## Related People

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