

The Evolving Landscape of M&A in the Marketing Communications Industry – What You Need to Know

Executive Roundtable Lunch

If 2024's M&A activity is any indicator, 2025 is set to be a pivotal year for agency owners and leadership teams.

Whether you're gearing up for growth organically, through acquisitions or preparing your agency for a strategic sale, one thing is clear—planning is everything. Success in this landscape isn't just about reacting to opportunities; it's about proactively positioning your agency for the future. Join us for an executive roundtable lunch where together we'll discuss the latest trends, key takeaways, and strategic moves that can set your agency up for success.

M&A Advisors **Alex Halbur** and **David Bosses** of Prosper Group Consultancy, alongside **Michael Lasky** and **Brad Schwartzberg** from the law firm of Davis+Gilbert, will drive the conversation from a business and legal perspective and share key insights from their extensive deal experience in the marketing communications sector. Together, they'll break down the trends, challenges and strategies shaping the future of M&A in the sector. Considerations like the below will kick off the discussion:

- Current M&A market conditions and their impact on valuations
- Characteristics that make a firm a valuable target
- Common deal structures and terms (e.g., with strategic buyers, with private equity groups, etc.)
- Strategic transaction paths (e.g., exit, succession, blue-sky, etc.)
- Analysis of today's buyers (e.g., strategic, value, and bolt-on, etc.)
- Selling your company from a position of strength / stages of the acquisition process

Event Details

Tuesday, March 4, 2025

12:15 pm – 2:15 pm (ET)

Davis+Gilbert LLP
1675 Broadway, New York, NY
34th Floor

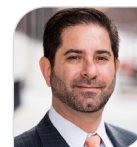
RSVP by February 27, 2025

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Don't miss this unique opportunity to meet and learn from industry leaders!

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Speakers



David Bosses

Partner &
M&A Practice Leader
Prosper Group Consultancy, LLC



Alex Halbur

Managing Partner
Prosper Group Consultancy, LLC



Michael Lasky

Partner/Chair, Public Relations
Law Practice
Davis+Gilbert LLP



Brad Schwartzberg

Partner/Co-Chair, Corporate
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Questions

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