

Key Plans and Initiatives for Big Apple Awards 2018

Doug Simon, CEO of D S Simon Media and President-Elect of PRSA's New York chapter, spoke with Sarah Katz, Senior Vice President at D S Simon Media and Senior Director for the 2018 Big Apple Awards, about this year's show. Two main areas of focus for this year's awards include giving the winners a platform to grow their businesses and advance their own careers along with increasing diversity and inclusion across the board.