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# KCSA Strategic Communications' Phil Carlson to Host the “Public Companies Symposium” at the New West Summit with Alan Brochstein of 420 Investor

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**KCSA's Cynthia Salarizadeh also to participate in an in-depth panel discussion focused on advertising and marketing**

NEW YORK, Oct. 9, 2018 /PRNewswire/ — [KCSA Strategic Communications](#) (KCSA), a fully integrated communications agency specializing in public relations, investor relations and social media, announced today that Managing Director Phil Carlson and Managing Partner Cynthia Salarizadeh will be speaking at this week's [New West Summit](#), a conference focused exclusively on the game-changing, disruptive developments in technology, science, media and investment within the cannabis space. Held from October 11th – 13th at the Marriott City Center in Oakland, CA, the New West Summit is one of the largest gatherings of publicly traded cannabis companies and international investors.

At the conference, Mr. Carlson will be co-hosting the "[Public Companies Symposium](#)" track alongside Alan Brochstein of 420 Investor and New Cannabis Ventures. Taking place on October 11th and 12th, the symposium will afford some of the top North American public companies in the cannabis space the opportunity to pitch and present to high-level investors looking for the next big thing. The stellar roster of presenting companies include: Aurora Cannabis, Inc. (ACBFF), Liberty Health Sciences, Inc. (LHSIF), Khiron Life Sciences Corp. (KHRNF), The Green Organic Dutchman Holdings Ltd. (TGODF), MPX Bioceutical Corporation (MPXEF), Sunniva Inc. (SNNVF), Terra Tech Corp. (TRTC) , Medicine Man Technologies, Inc. (MDCL) , CordovaCann Corp. (LVRLF) and CB2 Insights (private).

**Increasing institutional investor participation is critical to propelling the cannabis industry into greater legitimacy in the capital markets, given the current state of affairs of**

complicated state regulations and the lack of access to more traditional banking and investment.



**Phil Carlson, KCSA**

It's through symposiums and events like New West Summit, that investors meet, compare ideas, discuss strategy, trade valuable insights and forecasts and truly learn from each other to succeed in this rapidly emerging global market.

Mr. Carlson's co-host, Mr. Brochstein, was the first investment professional to devote himself to sharing his observations about the cannabis industry from an investor's perspective publicly. He runs 420 Investor, a subscription-based due diligence platform for investors interested in the publicly-traded cannabis stocks and is also the founder of New Cannabis Ventures, a content aggregation site focused on investors and entrepreneurs in the cannabis industry. Before shifting his focus to the cannabis industry in early 2013, Mr. Brochstein began his career on Wall Street in 1986, working as an independent research analyst following over two decades in research and portfolio management. Mr. Brochstein is a frequent source to the media, including the NY Times, the Wall Street Journal, Fox Business, and Bloomberg TV. Alan also regularly contributes columns for Leafly and Forbes.

On October 11, Ms. Salarizadeh will participate in an in-depth panel discussion focused on advertising and marketing within the cannabis industry titled: “It’s Time to Grow Up. Advertising and Mobile Marketing for the Cannabis Industry.” The panel will discuss best practices for cannabis companies looking to identify and reach their target audiences across a multitude of mediums including print, OTT and mobile while navigating the complicated regulatory environment.

Ms. Salarizadeh commented, “Advertising for the cannabis industry is slowly becoming more mainstream with more and larger publishers now beginning to accept cannabis advertising. With today’s consumers more mobile than ever we’re seeing a disruptive strategic shift in advertising tools and techniques to increase market awareness, including more video consumption and OTT (over the top) to reach your target audience.”

For the latest in-depth coverage on the industry, subscribe to [The Green Rush](#), KCSA’s weekly podcast that features industry leaders talking about the business of cannabis.

### **About KCSA Strategic Communications**

KCSA Strategic Communications is a fully-integrated communications agency specializing in public relations, investor relations, social media and marketing with expertise in financial and professional services, technology, healthcare, media, energy, cannabis and public services companies. Since 1969, the firm has demonstrated strategic thinking and program execution that drives results for its clients in the ever-changing communications and digital landscape. The firm’s clients are its best references. For more information on the KCSA Cannabis Practice or “The Green Rush,” the company’s weekly podcast on the business of cannabis, please visit [our website](#). Or find us on the following social channels: Twitter: @KCSA\_Cannabis and Instagram: @KCSA\_Cannabis.