

MASTERING THE MEDIA & MEDIA INTELLIGENCE

KNOW MORE. UNDERSTAND MORE. STAY AHEAD.

Information is power—if you know how to use it. Learn how to analyze the media landscape, spot what others miss, and turn insight into a strategic advantage.



MONITOR
WHAT MATTERS



ANALYZE
WITH CLARITY



DETECT RISK
EARLY



TURN INSIGHT
INTO ACTION

[READ THE ARTICLE](#) >

THE BEST
DECISIONS
COME FROM
BETTER INFORMATION.

DON'T REACT.
UNDERSTAND.
THEN LEAD.

- ✓ VERIFY
- ✓ INVESTIGATE
- ✓ CONTEXTUALIZE
- ✓ COMMUNICATE
- ✓ ACT STRATEGICALLY

• Introduction

- What exactly is the media today?
- How did we get here with broadcast & social media?
- What's the difference in where you get your news?
- Can we trust *anyone* to give us the straight story?
- What has been the media impact on you and your business?

• Navigating the Media Landscape

- What impact has the media had on your business & your teams?
- How has personal communication changed in the world of social media?
- How to keep relevant in the ever changing media worlds.
- Let's talk about your challenges navigating the media for business & personal issues?
- What do you need to not do when it comes to all forms of media?
- How to see thru bias, propaganda and clickbait.

• Media, Communication, & Strategies

- Crisis communication and broadcast/social media: Don't Panic.
- The traps to avoid when caught in a crisis situation.
- What broadcast & social media will do to get your story (true or false).
- The importance of transparency & timeliness.
- The rise of artificial intelligence and deep fakes attacking your brand.

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• Building your Personal & Professional Brand through the Media

- Understand what every facet of the media wants from you.
- Leverage the various platforms to build your brand.
- The role of consistency in shaping a positive media presence.
- Engaging and retaining audiences on every platform.

• The Art of Storytelling

- How does one tell a story that makes an impact?
- What you should and shouldn't tell in a story.
- How to communicate in stories and leave the audience wanting more.
- How to engage an audience in your story.
- The art of the written word.

• Summation and Q&A.