

Communications ROI: Mastering the Media/Media Intelligence

• Introduction

- What exactly is the media of 2024 and beyond?
- 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, propoganda 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.

• 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.