

Are Communicators Ready to Effectively Utilize Media Intelligence Data?

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There is a shift happening in the Communications world. Communicators are being asked to do more with more.

As panelists at a *PR Week* event at the Cannes Lions International Festival of Creativity claimed, “the lines have blurred between marketing and communications, marketing and information technology, and who exactly is doing the marketing.”

Due to this shift, trustworthy data is becoming increasingly important – as is the need for that data to be interpreted accurately and relayed back to the C-suite.

Are you prepared to embrace the power of data to get at big answers? Read more in this *PR Week* feature, [“Are the lines between communications and marketing blurred or disappearing?”](#)