

# Next Gen Communicators

## NEXT GEN COMMUNICATORS



Apr 1, 2019  
| Next Gen Communicators

## How to Succeed in the Modern Communications Landscape



How A PR Nightmare Saved Lyft

Mar 31, 2019  
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## **How A PR Nightmare Saved Lyft**



**Mar 27, 2019  
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## **Is Attribution the Next AVE? (Webcast On-Demand)**



**Mar 27, 2019  
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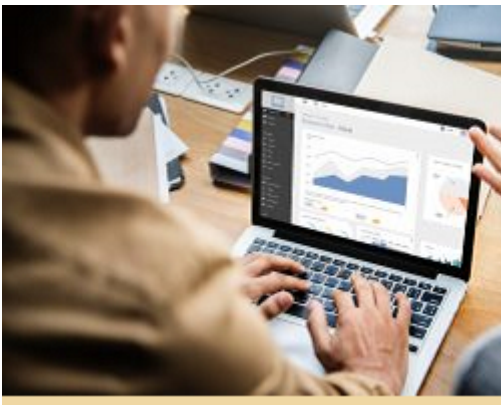
## **Media Measurement: Quality Over Quantity**



**Mar 14, 2019**

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## **How to Create Mutually Beneficial Relationships with the Media**



**Mar 5, 2019**

**| Next Gen Communicators**

## **How A Leading Children's Hospital Used a 4-Step Issue Management Framework to Gauge the Severity of a Crisis**



Feb 28, 2019  
| Events, Next Gen Communicators

## Communicators as Brand Value Creators (On-Demand Recording)



Feb 28, 2019  
| Next Gen Communicators

## The Communications Command Center: Five Key Metrics Every CCO Needs



**Feb 13, 2019**  
**| Next Gen Communicators**

## **Measuring Purpose**



**Feb 5, 2019**  
**| Next Gen Communicators**

## **How to Track Policy Issues in the Media**



Jan 24, 2019

| Next Gen Communicators

## [Infographic] 5 Key Skills for Next-Gen Communicators



Jan 23, 2019

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## Measure Media Relations for Outcomes, Not Outputs

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