

# Next Gen Communicators

## NEXT GEN COMMUNICATORS



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### How to Succeed in the Modern Communications Landscape



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## Is Attribution the Next AVE? (Webcast On-Demand)



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## [How to Create Mutually Beneficial Relationships with the Media](#)



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

**Communicators as Brand Value Creators** 

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& Market Research

**On-Demand Recording**

Feb 28, 2019

| [Events](#), [Next Gen Communicators](#)

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



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## [The Communications Command Center: Five Key Metrics Every CC0 Needs](#)



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## [Measuring Purpose](#)



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## [How to Track Policy Issues in the Media](#)



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## [\[Infographic\] 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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