

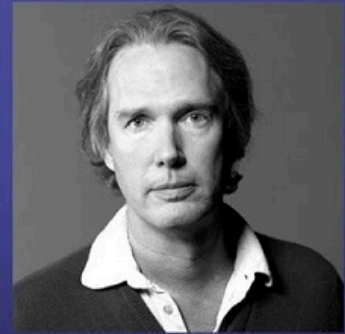
# **Out with the Old, in with the New PR Tech Stack: How AI is Transforming Journalism and PR Alike**

**Panelists from IBM and The New Yorker will join PRophet's Aaron Kwittken at PRovoke's Virtual PR Summit for In-Depth Discussion on AI's Impact on Media, Media Relations and Media Relationships**

**Wednesday, February 24, 10:45 am ET**

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**Robots Won't Take Your Job.  
But AI Can Now Help You Perfect Your Pitch**



## **Come See Why the Future of PR is AI**

*Hear from the experts at PRophet's PRovoke North America Virtual Summit panel on Wednesday, February 24*

Don't fear the robots – embrace them. AI and machine learning are poised to change media relations and relationships forever, and that's a good thing. Don't believe us? Join PRophet at [#PRovokeNA](#) for an in-depth conversation entitled **"Robots Won't Take your Job, But AI Can Now Help You Perfect Your Pitch,"** which will explore how this technology is redefining the PR discipline and the future of earned media.

The session will be moderated by **Aaron Kwittken**, founder and CEO of [PRophet](#), who will be joined by **Sarah Bruning Meron**, VP

of Corporate Communications for IBM, and **John Seabrook**, renowned author, journalist and contributor for *The New Yorker*.

**Request Your Comp Pass**