

The Stevens Group PR Masters Podcast Acquispectives – Larry Weber



Larry Weber, CEO & Chairman,
[Racepoint Global](#)

“We are going to see PR programs and engagement programs start telling a story around what we can do better for humanity. We have huge social channels focused on technology and innovation and a number of influencers that are set up to discuss and recommend different technologies to help your business. It takes a lot more research to ensure you have influencers at your disposal to create content that’s impactful enough to have them discuss you.”

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