

# Visual Content and Media Relations



Visual storytelling done well increases engagement, explains and summarizes complex information, speeds up comprehension, tugs the heartstrings and motivates action.

Workshop attendees will learn:

- How the shift to digital has transformed how journalists research story ideas, and what this shift means for PR professionals..

- How to maximize your media-facing assets for social media and mobile.
- Tips for both inbound and outbound media relations tactics.

For more information: <https://bit.ly/-vismedia>

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This workshop will discuss tactics for creating and sharing highly branded, engaging and transferable media-facing assets.