

## **BUSINESS ACUMEN**

### **Budgeting And Forecasting**

How to Get What You Need for 2026 and Future-Proof Your Comms Budget

Module: Building Your Budget Blueprint

Strategic Budgeting and Forecasting for Communications Leaders

### **Business Fluency**

2025 The Communications Boot Camp

3-Part Series: Building Business Fluency

Be a Trusted Strategic Advisor: Keys to Get (and Keep) Your Seat at the Table

Better Business Fluency for Communicators

Building Better Business Fluency

Business Fluency: Speak the Language of Leadership

Essentials Every Internal Communications Function Must Have to Deliver Maximum Value to the Business

How to Connect Comms to the Bottom Line

Increasing Employee Engagement With Communications In a Changing Environment

Mindset Shift: Business Partner First, Communication Expert Second

Module: Defining and Presenting Your Purpose Narrative

Upskilling With Business Fluency and Mentorship Programs

### **Competitive Marketplace**

Module: Comms in Context: Using Competitive Research to Position Your Business

### **Cross-Departmental Knowledge**

All Together Now: Uniting Comms, Marketing, Legal and IT

Collaboration Models: How Comms Can Lead Cross-Functional Partnerships

Cross-Functional Fast Lane: Legal, Comms and Other Partnerships to Stay Quick and Compliant

From Mass Media to Micro-Marketing: Winning in a Decentralized World

Future of the Org Chart: CMOs, CCOs and CEOs on Evolving Roles and Expectations

Identifying and Meeting Shared Goals with Comms, HR and Marketing

Marketing Minds, Human Workplaces: A Cross-Disciplinary Approach to Understanding the Employee Experience

Master "Mixternal" Content Strategy: Break Silos, Build Influence, Boost ROI With Integrated Comms

Mixternal at Work: Integrating Internal, Executive Communications and Public Affairs

Module: Cross-Departmental Collaboration for Campaign Success

New Collaborative Skills for Social Media Champions

## **Financial Reporting**

How to Read the Room—and the Balance Sheet

Module: The Business of Communications: Finance, ROI, and Strategic Influence

## **Measurement And Data**

3-Part Series: Fundamentals of Communications Measurement

3-Part Series: Introduction to Goal Setting

6 FAQs for Measurement Insights

A Better Measurement Matrix: New Ways to Quantify Media Results, Reputation and ROI

Aligning KPIs and Building a Unified Measurement Strategy

Audience Reach: Measuring the Impact of Your Stories

Become a Better Data Scientist: How to Decipher KPIs and Transform Them into Golden Insights

Changing Metrics: Modernizing Your Communications Strategies

Create a New Kick Butt Index (KBI) for Employee Engagement: 7 Steps to an Ideal Internal Communications Measurement Program

Data-Driven Measurement: Quantify and Improve Internal Comms Impact

Data-Driven Social Media Measurement: Handling Tight Budgets, Tracking Trust and More

Data-Driven Storytelling

Data-Driven Storytelling in an Age of Short Attention Spans

Delivering the Right Metrics: Meeting Evolving Expectations from Leadership

Employee Comms Analytics: Measure, Refine — Then Measure and Refine Again

Engagement Channels: Moving from Listening to Action

How to Tell a Visually Compelling Story with Data

Making a Business Impact: Activating Social Intelligence Data Across the Enterprise

Making the Business Case for Comms: The KPIs That Matter

Manage Up with Metrics: Tools to Showcase PR and Marketing ROI to Leadership

Measurement and Data Boot Camp

Measurement from "Blah" to "Ta-Da": Improve Your Internal Comms Strategy with Data

Measurement Keys to the C-suite: Track Outcomes and Present Results Your Execs Will Love

Measurement Strategies for the Employee Lifecycle

Measurement Webinar: Measuring the Impact of Your Communications

Measuring Success: Analytics and Metrics in Employee Communications

Measuring Up with PESO: How Media Relations Pros Can Prove ROI

Measuring What Matters

Measuring What Matters: How Comms Can Demonstrate Value in a Crisis

Measuring Your Internal Comms Initiatives

Metrics That Matter: Proving Integrated ROI in a Tighter Economy

Module: Data-Driven Storytelling: From Output to Impact

Morning Jolt with Ragan Insights: What's on the Minds and Wish Lists of Communicators

Own Your Impact: The Strategies and Data for Org-wide Alignment and Engagement

Powering Up Your Internal Comms: A Data-Driven Approach  
PR Measurement Workshop: Dispelling Myths to Prove Value-and Improve Performance  
Rethinking PR Metrics: Unconventional KPIs for Storytelling  
Score One for Comms: Mastering Measurement and Data Science  
Social Measurement Strategies to Gain Followers and Understand Behavior  
Social Media Measurement Toolbox: Top Recs for Tracking Reach, Results and ROI  
Tell-All: Leadership Insights on What CEOs Want from Their PR Teams  
The Engagement Gauge: Cracking the Measurement Code to High Performance Cultures  
The Future of Data and Analysis: You Must Make the Time  
The New KPIs: Building a Results-Based Internal Comms Strategy  
The ROI Roadmap: Transforming Internal Comms KPIs into Leadership Capital  
The Secret of High-Impact Comms Teams: Narrative Creators, Not Just Storytellers  
Tools and Tactics: How to Approach Measurement, Sentiment and Success Before, During and After the Big Event  
Upskilling for Employee Loyalty and Growth  
What's Next in Measurement

## **Project Management**

3-Part Series: Project Management for Communicators  
Avoid Churn-and-Burn: Create a Content Calendar That Doesn't Stray from Strategy  
Breaking Down Silos: Strategies to Improve How Internal and External Comms Work Together  
Comms This, Not That: Essential Components of the Modern Comms Strategy (and Tactics You Should Sunset)  
From Firehose to Flow: Agile Tactics to Tame Comms Overload  
Growth Gears: Cranking Up Efficiency to Do More with Less  
Module: Activating Agile Project Management  
Module: Building a Strategic Communications Plan From the Ground Up  
Module: The Slowdown Playbook: Building Resilient Comms Before, During and After Breaks  
Tame the Chaos and Take Back Your Time With Workflow Management

## **Value Chain**

3-Part Series: Communicating Along the Value Cycle  
The Worth of Your Work: Positioning Communications as a Competitive Advantage

# **INTERNAL COMMUNICATIONS**

## **Change Communications**

3-Part Series: Practicing Compassionate Layoff Comms  
Are You Prepared? Stress Test Your Crisis Comms Playbook to Ensure All Teams Can Act  
Case Study: An Integrated, Global Approach to M&A; Communications  
Change Confessionals: RTO, Rollbacks, Activism and the Skills to Adjust  
Coming in Hot—Internal Comms Tools to Help You Manage the Burn  
Communicating and Navigating Change

Communicating Change in Uncertain Times  
Creating a Culture that Thrives in Change: How We Inspire and Innovate (So You Can Too)  
Culture Under Fire: Mastering Change Comms Amid Pullbacks and Transformation  
Defusing Conflict in Workplace Dialogues  
Effective Change Communications in Uncertain Times  
Engaging Employees in the Face of Social and Political Upheaval  
Handling Employee Comms in Turbulent Times—from Social Justice to Labor Concerns and Beyond  
How to Assess Internal Change Readiness  
Integrating Strategies for a Cohesive Workplace  
Lead the Shift: Becoming a Cultural Force in Uncertain Times  
Real Advice for RTO Comms  
Shaping Change Comms: Smart Strategies to Break Through the Noise  
The 4 C's of Change Comms: Convey Clarity and Confidence in Uncertain Times  
The Four Stages of Change: A Roadmap for Effective Change Communications  
Timely and Tactful Change Communications  
Writing about Sensitive Subjects

## **Crisis Management**

Building Trust in a Crisis: How to Effectively Communicate with Employees and Protect Your Brand  
Changing the Game: Crisis Communications in a Complex World  
Chaos to Clarity Amid Conflict: An Internal Comms Case Study  
Crisis and Reputation Management  
Crisis Comms Case Studies: Future-Proof Your Role and Protect Your Brand  
Crisis Management: How to Lead Employees from Chaos to Calm with Culture  
Crisis Playbooks: Calming Employees When Hackers and Headlines Hit  
From Crisis to Connection: Using Change Comms to Address Disruption in Your Culture  
Hacking the Signal for 2026: How Comms Pros Can Manage the Ongoing Crisis  
Inside Out: Restructuring Without Ruin: How Red Lobster Navigated Crisis Comms from the Inside First  
Module: Crisis at the Top: Communicating Through Executive Misconduct  
Practice Under Pressure: Training Execs & Employees for High-Stakes Scenarios  
Purpose Under Pressure: How to Listen to, and Act on, What Employees Expect from Their Employer  
Rapid Response: Crisis Strategies for Communicating Change in Uncertain Times  
Stay Calm in the Hot Seat: A Leader's Guide to Thriving Amid Crisis  
Workshop: Crisis Comms Bootcamp: Building Your Playbook Before the Fire Starts

## **DEIB**

3-Part Series: Bridge-Building Communications  
3-Part Series: Strategic Engagement With Culture and Heritage Months  
DE&I Meets Workplace Wellness: Strategic Initiatives to Make Impact and Influence Culture Change  
DE&I: A Formula That Stands the Test of Time  
Decide & Conquer: A Framework for Communicators to Lead in Uncertain Times  
DEI and ESG Under Fire: Leading When the World Pushes Back

DEI Strategy, Stories and Syntax: How to Write Inclusively for all Audiences  
Digitizing DEI: Strategies to Make Your Social Media More Inclusive (And to Back It Up IRL)  
Diplomatic Data: Measuring and Setting Benchmarks to Communicate your DE&I; Strategy Internally  
Diversity, Equity & Inclusion (DE&I): Making Material Progress  
ERGs That Drive Representation, Culture and Compliance  
How to Foster Inclusion and Belonging in the Workplace  
Inclusive Storytelling Strategies from the Outside In  
Inclusive Writing Strategies that Foster Belonging  
Leveling up Your DEI Program to Unite and Empower a Dispersed Workforce  
Living Up to Our Commitments: The Evolution of ESG and DE&I;  
Mission Meets Message: Winning Press and the Public with Purpose  
Next Practices for Diversity, Equity & Inclusion  
Setting Your DE&I; Benchmarks around Employee Feedback  
Storytelling to Amplify DEI: Empowering Voices and ERGs to Drive Change  
Sustaining DEIB: Strategies for Resilient Inclusion Despite External Pressures and Discord  
Uniting Diverse Teams in Townhalls, Social Media, and Digital Watercoolers  
Walking the Talk: ERGs, BRGs and Working Groups That Boost Belonging  
Why Words Matter: Inclusive Language & DE&I;

## **Employee Experience**

2022 Strategic Communications Conference  
3-Part Series: Employee Recognition During Times of Change  
3-Part Series: Strategies for Enhanced Employee Experience  
7-Part Series: Employee Communications and Culture Foundations  
A Flex Work Future: Storytelling Built to Attract & Retain Talent  
A PATH to Remote Culture: Lessons from Monster  
Activating Silent Employees: Strategies That Drive Behavior and Productivity  
Active Listening: Employee Focus Groups and Pulse Surveys  
Airstream on the Inside: Building a Culture as Iconic as the Brand  
Awakening Emotion: How to Solicit, Secure and Share Empathetic Employee Stories  
Beyond the Launch: Strategies for Meaningful Employee Engagement  
Beyond the Screen: Revitalizing Town Halls and Rethinking Internal Events  
Brands Taking a Stand: Purpose Communications to Nurture Employee Loyalty  
Breaking Silos: Fostering Cross-Departmental Collaboration in a Virtual World  
Championing the In-Office Employee Experience: Engagement Strategy for Internal Communicators  
Conducting Employee Focus Groups, Employee Engagement and Pulse Surveys  
Corporate Character: A Purpose-Driven Workforce  
Crafting a Multi-Channel Content Strategy to Drive Engagement  
Create Culture Ambassadors Across Your Enterprise  
Creative Strategies to Elevate Employee Newsletters  
Cross-Departmental "Fun"damentals: Creating Pulse Surveys, Content Calendars, Newsletters and More

Culture First: Transforming Employees into Ambassadors and Advocates

Customizing Comms for a Deskless Workforce

Customizing Your Message for the Right Employee Audience

Data-Backed Approaches to Employee Engagement and Reputation Management

Defining the New Age of Employee Communications

Delivering a Top-Notch Town Hall

Drilling Down to the Secrets of Value-Driven Employee Experience and Visual Storytelling

Elevating Engagement from App to Studio: The Journey to Transform EX at Amazon

Elevating Your Town Hall Strategy

Employee Buy-In: Empowering Employees to Advocate for Your Mission

Employee Communications: Why It Matters and How to Do It Effectively in a Hybrid Work Environment

Employee Journey Hack: Personalizing Comms for Every Generation

Engaging Every Employee: Building Better Multigenerational Comms

Feeding the Content Beast: Ideas & Strategies to Boost Engagement

Flip the Script: Penning People-First Prose—and Videos—for Internal Comms

Fostering Feedback: Formats for Constructive Conversations

From Activists to Advocates: Turning Your Internal Critics Into Brand Champions

From Gen X to Gen Z: Bridging the Generational Gap

From Onboarding to Alumni: Crafting a TRUST-Centric Employee Experience in Turbulent Times

Gemair's Digital Heart of Business: Strengthening Frontline Employee Engagement

How to Communicate with Deskless and Dispersed Workforces

How to Craft an Engaging Employee Newsletter

How to Leverage Tech to Engage Employees

How to Leverage Your Voice and Influence as a Thought Leader to Engage Employees

How to Reclaim (and Reboot) Your Company Culture

Innovators Panel: Reinventing Legacy Newsletters, Recognition & More

Inside the Employee Experience: Persona Mapping and Culture Building in Action

Inside the Employee Lens: Communicating to Calm, Steady and Mobilize Your Workforce

Interactive Session: Decoding Your Company's Cultural DNA to Build Resilient Workplaces

Leading Through Aftershocks: Employee Communications After Change

Let's Play! Unlocking Digital Engagement with the Employee Journey Board Game

Listening Strategies for Leadership: The Art and Science of Feedback Loops

Love's Heartbeat: A Catalyst for Engagement and Retention

Making Culture Contagious: How to Create a Winning Employee Ambassador Program

Mapping the Employee Journey: Measuring, Refining and Revolutionizing Engagement

Measure It Thoughtfully: Leverage EQ and Purpose-Driven Comms to Boost Engagement

Meeting Your Employees Where They Are: Strategies for a Dispersed Workforce

Mixtternal Communications: PR + Internal Comms Formula for Success

Module: Communicating Across Borders: Engaging Global and Regional Employees

Module: Designing Global Town Halls That Actually Work

Module: Highlights From the '25 Employee Communications and Culture Conference

Module: Highlights From the '25 Employee Experience Conference

Module: How Communicators Give, Receive and Use Peer Feedback

Navigating the Employee Communication Toolkit: Pulse Surveys, Content Calendars and Newsletters

Navigating the Narrative: Lessons Learned from the Morning News

One Size Does Not Fit All: Cultivating a Culture that Connects

Purpose and Safety in Harmony: Cultivating Meaningful and Secure Workplaces

Purpose That Performs: Scaling Social Impact Through Culture

Questions Employees Ask During the Employee Experience Journey

Rethinking Hybrid Work: Taking a people-first approach to engaging with employees

Revitalizing Newsletters and Town Halls to Drive Engagement

Rules of Play: How to Establish Policies and Encourage Positivity Around Employee Social Presence

RX for a Successful Return to Office: Communication-Centric Strategies

Secrets of Success: How STG Logistics Transformed EX to Empower Its Frontline

Short and Sweet Employee Communications: Writing Fun, Creative Messages that Resonate

Social Wellbeing, AI & Chit-Chat: Creating a Water Cooler Effect

Solving Employee Disengagement: Lessons from the C-Suite

Steal These Marketing Strategies to Level Up Your Employee Comms

Storytelling Methods to Engage Employees, Introduce Change and Drive Performance

The Anatomy of an Effective All-hands — And the Data to Convince Execs It's OK to Evolve

The Cure for a Disengaged Workforce: A Persona-Based Approach to Employee Journeys

The Employee Engagement Ecosystem: Maximizing Intranets, Digital Workplaces and Newsletters for Employee Engagement

The Everywhere Workplace: Engaging Global, Remote and Deskless Teams

The Evolution of Employee Culture

The Future of a Healthy Hybrid Workplace: Boosting Employee Engagement and Satisfaction

The Future of Employee Communications: Don't Just Show or Tell. Let Them Experience.

The Future of Purpose-Driven Communications

The Generation Gap: Building Bridges in the Workplace From X to Z

The Internal Advantage: Employee Ambassador Programs That Deliver

The Manager's Toolkit: Empowering Leaders as Communication Champions

The Multichannel Approach to the Workplace

The New Purpose Prism: Developing a Culture Driven by Corporate Values

The New Watercoolers: Intranets, Town Halls and Collaborative Gathering Spaces

The Path Forward: Unifying Your Dispersed and Global Workforce

The Power of Storytelling in Thought Leadership

The Rise of Employee Influencers

The Rise of Employee Influencers: Transform Your #1 Asset into Brand Cheerleaders

Thought Leadership on LinkedIn and Beyond: A Magical Play for your Employer Brand

Townhalls Revamped: The Inside Story of a High Engagement Reboot

Transform Employer Branding: Storytelling from Intranets to Social Media

Unifying a Global Workforce: Salesforce's Best Practices for Supportive Workplace Culture

Unlocking Generational Codes: Secrets of High-Touch Comms in the AI Age

Winning Leadership Support: Strategies for Championing Generative AI in Your Organization

## **Executive Communications**

12 Reasons Execs Should Be on Social Media — and How to Help Them If They Already Are

Breakthrough & Battle-Tested Strategies for Executive Communications

Elevating Your Executive Comms

Executive Communications that Acknowledge, Align and Assure

Executive Communications: Storytelling from the C-Suite

LinkedIn and Beyond: Uniting Executive and Employee Voices on Social Media

Mastering the Message: How to Collaborate with Executives and Departments to Deliver Engaging, Informative Town Halls

Module: How to Elevate Executive Voices in High-Stakes Change

Module: Voice, Vision & Velocity: A System for Executive Communications

Omni Channel Thought Leadership: Turning Execs into Insightful Influencers

Senior Internal Comms Execs Share Lessons Learned, Experience and Expertise

Silence is NOT Golden: Shaping & Sharing Authentic Thought Leadership

Speechwriting and Storytelling for Stability: How to Deliver Optimism and Simple Answers in Unsettled Times

Stories of the C-Suite: Championing Brand Ideals Through Thought Leadership

Strong Speeches Require Strong Action: How to Turn Execs and Experts into Leaders

The Language of Leadership: Authentic Executive Comms That Inspire and Inform

Thought Leadership and Executive Communications to be Proud of

Transforming Leaders into Storytellers

Workshop: Storytelling for the C-Suite: Shaping a Narrative That Calms, Connects and Carries On

## **HR Communications And Wellness**

3-Part Series: Mastering Healthy Boundary Setting

A Shot in the Arm! Dare to Take Risks, Beat Adversity and Create a Bold Culture

Advocating for Working Parents in a Hybrid Model

Assembling the Ultimate Future-Ready Comms Team

Be Flexible: Supporting Working Parents & Caregivers

Boomers to Zoomers: Developing a Wellbeing Program Across a Large Multi-Generational Organization

Brick and Mortar Focus on Clinical Wellness

Building a Culture of Health

Building a Healthy Future

Creating a Stigma-Free Mental Health Environment for Employees

Data Decoded! The Art of Turning People Data Into Comms Gold

Employee Ambassadors to Retain & Attract Talent

Employer Trust & Wellness: Edelman Insights

Employer Trust and Wellness at Work

Empowering Your Employees to Engage in Wellness Initiatives

Energizing Enrollment: A Journey From 'One-Size Fits All' Approach to Personalization

Executing a Dispersed Workplace Wellness Action Plan  
Extinguishing Burnout in the Workplace  
Finding Clarity in Chaos: Staying Steady in a Rollercoaster World  
Happy Employees Are Productive: The Top Ten Strategies from the Best Places to Work  
Holistic Coverage in the New Norm  
Holistic Wellbeing Components: MetLife Insights  
How Healthcare Communicators Can Prepare to Thrive in 2026  
HR Grand Slam: Energize Your Workforce with Values, Authenticity and Impact  
Kindness in the Workplace: Encouraging Belonging at Work Through Acts of Kindness and Mental Health Support  
Leadership's Role in the Employee Journey  
Lessons Learned: Maintaining a Culture of Wellbeing with a Dispersed Workforce  
Let's Work Together: Harmonizing HR & Internal Comms  
Mastering Mindfulness FUNDamentals: Exercises to Boost Wellbeing at Work  
Navigating Mergers and Acquisitions: Retaining Talent & Mitigating Risk Amidst Massive Change  
Prioritizing Mental Health in the Workplace  
Providing Financial Education So Employees Experience the Benefits of Being Financially Fit  
Reimagining Techniques to Spread Wellness: How Micro Moments of Wellbeing Create Macro Change  
Rethinking Self-Care at Work  
Slashing the Stigma: How to Get Employees Talking to Prioritize Mental Health  
The Comms-HR Relationship: Working Together for Employees  
The Communicator's Role in Finding, Retaining and Upskilling Talent  
The Future of Employee Experience & Workplace Wellness  
The Role of the Communicator  
Total Rewards: Finding the Right Mix for Your Organization  
Wellness Systems That Fight Workforce Wear-Down  
Wellness That Works: Aligning Employee Wellbeing with Business Success  
Workplace Wellness: Driving Employee Participation and Supporting New Initiatives  
Your Rx for Socializing Wellness at Work: Workplace and Intranets

## **Issues And Risk Management**

3-Part Series: Internal Influence - Shaping Perceptions and Protecting Reputation  
Module: Mapping Employee Experience to Corporate Reputation  
Module: The Issue & Risk Management Playbook for Workforce Resilience  
The Corporate Conscience: Navigating Values-Driven Comms in an Election Year  
The Elephant in the Room: Navigating Employee Activism and Political Polarization

## **Manager Communications**

3-Part Series: Fundamentals of Manager Communications  
Align and Assure: Avoid Information Chaos with "Cascading" Manager Communications  
Boosting Wellbeing with a Player-Coach Approach to Manager Communications  
Comms Cascade: Implementing A Smarter Manager Communications Plan  
Communicating to People Managers with Clarity and Consistency

Communications Overload! Communicating With Managers to Reassure Overwhelmed Employees  
How ERGs & Manager Communications Lead to Positive Change  
Let's Talk Manager Comms Solutions: Real-World Fixes to Top Challenges  
Let's Talk Manager Comms: Come Share and Solve Your Top Challenges  
Manager Comms Playbook in 4 Steps  
Manager Comms: Strengthening the Messaging Cascade  
Manager Communications Workshop  
Manager Communications: How to Empower Team Leaders  
Optimizing Onboarding, Stay Interviews and Benefits Messaging for Managers  
SHARE the Load: A Five-Step Process for Collaborative Manager Comms  
The Cascade Flows Both Ways: Fortified Frameworks for Manager Communications  
The Information Cascade: Effective Manager Comms So Messaging Isn't Lost  
Training the Cast: Fueling Growth Through Next-Gen Leaders and Manager Communications

## LEADERSHIP

### **Business Law And Ethics**

Legal Eagles: How to Work Proactively Across the Aisle to Avoid Roadblocks  
Safe and Sound - Social Media Ethics in a Changing World

### **Change Management**

3 Things Every Communicator Needs to Stay Relevant, Resilient and Ready for 2026  
3-Part Series: Change Agents: Empowering Communicators to Lead Organizational Change  
3-Part Series: Change Management Tools for Leaders  
3-Part Series: Communicating Before, During and After CEO Transitions  
Change Management Principles and the Path to Least Disruption  
Comms that Calm: Messaging Strategies That Resonate & Reassures Amid Uncertainty  
From Crazy Train to Culture Gain: Thriving in Leadership Transitions  
Maintaining Company Culture Through Massive Change  
Navigating Change Management: A Tabletop Exercise  
Navigating Growth and Change: Comms Strategies for Mergers, Acquisitions and Beyond  
The New Crisis Communicator  
The Right Tool for a Hard Job: How a Decision-Making Framework Can Help Comms Navigate Difficult Choices  
Workshop: Foundations of Change Management: Disruption, Exploration, Rebuilding and Transformation

### **Conflict Management**

Bridging the Divide with Brand Storytelling  
Comms at the Center: A Crisis Framework for Leading Under Pressure  
Finding Our Way Together: Uniters in an Age of Division  
Module: Leading Communications Through Organizational Conflict  
Political Discussions at Work: Establishing Workplace Guidelines

## **Crisis Management**

The Lessons Behind the Case Studies

## **Emotional Intelligence**

Building Consensus: The Power of Empathetic Leadership and Authentic Storytelling

Empathy and Urgency: How Communicators Can Lead the Way

Flash Five: Resilience Under Pressure

Harnessing Culture to Unite Leadership and Employees

Let's Talk About You: Dare to Disrupt and Thrive in Comms with a 'Mamba Mentality'

Make Someday Today

Module: Applied Emotional Intelligence for Communicators

Module: The Price of Nice: Moving From Comfort to Courage at Work

People Power! How Comms Can Unleash Strategic Kindness, Optimism and Curiosity

Purposeful Presence: How to Access Your Inner Strength for Breakthrough Leadership

## **Executive Presence**

3-Part Series: Executive Influence - Showing Up as a Leader

Be Indispensable: Moving From Order Taker—to Business Strategist

Building Your Presence on LinkedIn

Comms Strategy: How To Become Indispensable

Elevating Executive Voices: Communication Strategies that Build Trust and Connection through Uncertainty

From Local to Global, Global to Local: Scaling Thought Leadership Worldwide

From Silo to Strategy: Leveraging Your Comms Skills to Advise Execs & Leadership

How to Humblebrag: Internal Reviews, LinkedIn and Beyond

How We Got Here: Finding Your Seat in the Social Media C-Suite

Leading, Inspiring and Motivating with JOMO

Managing Up (and Down): Becoming a Strategic Advisor to the C-Suite

Module: Executive Influence: Presence in Practice

Module: Gaining Executive Buy-in on Your Content Strategy

The Podium and Beyond: 5 Cs of Speaking with One Authentic Voice Across All Venues

The Podium and Beyond: Deliver TED-Like Talks that Turn Ideas into Action

The Science of Ruling the Stage: Unleash Neuroscience for Stellar Public Speaking

The Visibility Factor: Showing Up, Standing Out, and Leading With Intent

Thought Leadership Demystified: Empowering Execs and SMEs with "Story Skills"

Thought Leadership Success: How to Become a SME Whisperer

Thoughtful Thought Leadership on LinkedIn

Top Comms Execs Tell All: Secrets of Unlocking Influence in Communications

Truth Telling, Authenticity and Breakthrough Thought Leadership

Who, Why, and How We Trust: Leadership Communications in an Era of Skepticism

Winning Hearts & Minds: Purposeful Thought Leadership in Times of Change

## **Innovation**

3-Part Series: Leadership Innovation for Change and Growth

Changing the Game: Engaging Audiences in a Time of Accelerated Innovation

Future-Focused Leadership

Modernizing a Legacy Brand to Tell Relevant, Impactful Stories

Module: Highlights From the '25 Future of Communications Conference

The Future of Work Is Now: What It Means to Communication, Collaboration and Culture

The Innovator's Mindset: Inspiring Ideas and Insights to Navigate the Future

## **Leading Teams**

3-Part Series: Leading Intergenerational Teams

3-Part Series: Understanding the Business of PR and How to Influence It

4-Part Series: Fundamentals of Leadership

Activating Your Communications Superpower: Becoming the Chief Connector Officer

Be a Goldfish! What Ted Lasso Teaches Speechwriters and Public Affairs Pros About Empathy

Going the Distance: How Solo Social Media Pros Become the Heroes of Their Organizations

Hack Your Culture: Crowdsourcing to Solve Your Organizational Challenges

Hear from the Boss: C-Suite Expectations of Communications

How We Built Our Social Media A-Team

Leadership Comms Strategies for the Future

Leading with Purpose: Cultivating Culture and Communication

Locker Room Leadership: What Comms Can Learn From Sports to Rally the Workforce

Managing Up to Leadership: Six Surprising Traits of Strategic Advisors

Module: Guiding Group Discussions with Confidence and Authority

Module: How to Lead Like a Chief Connector Officer

Module: Leading Teams: Motivation, Collaboration and Performance

Moving Forward: How to Bridge Divides and Decrease Partisan Gridlock

The First 100 Days: Making Your Mark as the New Comms Leader

Thrive in a VUCA World: How to Transform Your Workforce Using the Hero's Journey

Wellness Blitz: How The Titan's Employee Volunteer Efforts Build Community and Strengthen The Entire Team

## **Mentoring And Coaching**

Building a Culture of Learning: Resiliency in Times of Change

Cultivating Employee Trust Through Continued Learning

Future-Proofing the Communicator: How You Can Stay Sharp in a Rapidly Evolving Profession

Gen Z on Stage: Future Comms Leaders Speak Out

Module: Coaching-Driven Leadership in Practice

Module: Emerging Leaders as Coaches

Module: Future-Ready Communicators: Skills, Specializations & Strategic Influence

Unlocking Leadership and Managerial Superpowers for Unity and Growth

Winning L&D; Strategies for Results-Driven Teams

## **Negotiation**

Module: Negotiation Strategy: Gaining Influence and Creating Value

## **Negotiation Skills**

3-Part Series: The Neuroscience of Negotiation

# **PUBLIC RELATIONS**

## **Community Relations**

Case Study: Powered by Purpose: How a Cisco Blog Became a Strategic Storytelling Engine

Community Relations in Times of Tension

Composing Hero Comms Content to Show Up in Fresh, Creative Ways

Cultivate and Communicate Purpose: Building an Authentic Brand in the Public and Press

How to Resonate in Culture by Authoring the Future

Improving Corporate Reputation: How to Tell Your Purpose-Driven Story to the Press

Off the Bench, Into the Buzz: Unique Ways to Score Big

Turning Executive Orders into Practical Messaging On Demand

## **Crisis Response**

3-Part Series: Crisis Foundations

3-Part Series: PR Before, During and After a Crisis

Brands Taking a Stand: Managing Public Opinion During a Crisis

Comms Before the Storm: The Best Defense Is to Seal the Windows!

Communicating Trust Through Chaos: Moving from Panic to Power in Any Crisis

Crisis Management Workshop

Crisis Simulation: How to Seize the Day When a Crisis Erupts on Mainstream and Social Media

Emerging from Emergency: Navigating Social Brand Crises

From Hashtags to Headlines: A Case Study of PR Under Pressure

Future of Crisis Comms: Fireproofing, Not Firefighting

Getting Comfortable with Crisis: Tabletop Scenario Planning for the Unpredictable

How (and When) To Speak Up or Stay Silent: Your Guide to Societal Shift

How to Run a Crisis Drill That Actually Works: A Step-by-Step Guide to Tabletop Exercises

Meaningful Messages in an Age of Perpetual Crisis

Module: Strengthening the Crisis Management House of Cards

Preemptive Strategies for Battling Public Backlash, Misinformation and Crisis

Rapid Response Principles - Snapshot

ROI or Die: Measuring the True Cost—and Value—of Crisis Response

The 2025 Crisis Blueprint: Rapid Response Readiness for a Whiplash World

The Heat is On: Navigating Smoldering Crises in High-Pressure Situations

The Spokesperson of 2026: Preparing Voices to Lead in the Age of Crisis

## **CSR And Sustainability**

Brand Storytelling Meets Social Impact: Sharing Your Purpose Through Story

Going Beyond the Acronyms

Platforming Purpose: How to Craft Equitable and Inclusive Content that Celebrates Your Brand Values

Storytelling in the Most Magical Place on Earth

The Trust Trifecta: Telling Your DE&I, ESG and Purpose-Driven Stories

## **Employer Branding**

3-Part Series: Building a Strong Employer Brand Inside and Out

Anchoring Your Employer Brand Within its Culture

Attracting and Engaging Top Talent with a Stronger Employee Value Proposition

Cultivating a Positive Company Culture with DE&I, CSR and ESG as the ABC's

Culture In Motion: Building Employer Brands That Evolve and Endure

Data-First PR Campaigns: Making Numbers Sing Your Brand's Song

Employee Advocacy Lab: Turn Your Workforce into Brand Champions

Employer Brand = Brand Reputation: A Playbook for Unified Comms

Employer Branding: Storytelling That Inspires

How We're Winning the Talent Crunch: New Employer Branding and #Belonging Strategies

Leadership Influence: How Execs Can Help Elevate Employer Branding

PR Writing That Packs a Punch

Presenting a Purposeful Employer Brand on Social

Real-Time Rebrand: Uniting Social, PR & Internal Comms for a Seamless Brand Evolution

Sharing and Repurposing Internal Stories Across Channels

Tell Your Story: Purposeful Employee Storytelling Strategies to Humanize Your Brand

The Quadruple Bottom Line: Putting Values-Led Comms to Work from C-Suite to Front Lines

Unexpected Omnichannel PR: The Art of Agile, Authentic Brand-Building

Unleashing Creative, Affordable Employer Branding Content to Wow Employees and Prospects

Unlocking the Power of Your Employer Brand: A Comprehensive Guide

## **ESG**

2-Part Series: ESG and CSR Communications

Ask Me Anything: ESG

Beyond Investor Relations: How to Tell Your ESG Story to Employees, Customers—and Media

Drivers of Change: Sustainability and Authentic ESG Communications

ESG + Communications: Transforming a Time of Reckoning into a Golden Opportunity

ESG Workshop: Storytelling Strategies

Uniting Voices: Navigating Global Change and Corporate Innovation

What's Missing? How a Company Should Operate Across its ESG Spectrum

## **Investor Relations And Financial Communication**

3-Part Series: Investor Storytelling

Module: Strategic Investor Relations for Communications Leaders

## Media Relations

2025 Future of Communications

3-Part Series: Fundamentals of Media Relations

3-Part Series: Media Training During Times of Change

A Platform for Purpose: How Pinterest Leads With Its Values

AI for Media Pitching: Goldmine or Landmine?

Alternate Platforms: How to Add Podcasts and Substack to Your Media Strategy

Beyond the Headline: Mastering the Message Amid Mis/Disinformation

Brand Journalism: Innovations in Press Releases and Online Newsrooms

Breaking Through with B2B Media

Build a Better Brand Newsroom: Steps to Create Powerful "Storytelling at Scale"

Building a Brand Newsroom: A Marketer's Guide

Building Better Brand Newsrooms

Doing More with Less: How PR Pros and Journos Work Smarter, Not Harder

Editorial Gatekeepers Tell All: Innovative Coverage and Top Performing Content That May Surprise You

FEMA-Forged Filters: Picking and Prepping the Proper Spokespersons

Flash Five: Clarity Under Pressure

Influencing the Media: The Frameworks, Formats and Frontiers of the Future

Interactive Pitch Panel: How to Break Through in the Era of Shrinking Newsrooms

Keynote with CNN's John Avlon: Lincoln and the Today's Changing Media Landscape

Marrying Earned and Social Media: How to Combine Teams and Efforts for Breakthrough Results

Mastering the Modern Media: Measurement, Management, and Mitigation

Media Panel: Newsroom Vets and Insiders Dish How to Survive the Gauntlet

Media Pitching Best Practices

Media Training: Transforming Reluctant (or Ego-Driven) Execs into Stellar Spokespeople

Mini Master Class: Making Complex Stories Human

Modern Journalists Spill All: How to Navigate the New Landscape

Module: Highlights From the '25 PR Daily Conference

Multichannel Newsjacking: New Ways to Insert Your Brand into Timely Conversations

Navigating Media Disruption: Innovating PR Strategies in a Changing Landscape

New Media, New Rules: Winning with Bloggers, Podcasts and the Substack Revolution

Next Generation Media Relations Tactics

Outthink, Don't Outspend: How Challenger Brands Win with Earned Media and Social Strategy

Pitch Perfect: Mastering the Art of Media Pitching

Pitching and Style Tips from a Changing Media Landscape

Podcasting Primer in 4 Steps

Rethinking the Media and Media Relations: How to Break Through in the Age of Disruption

Rumor Has It That the Press Release Is Dead: How Wrong Those Rumors Are—and Why Press Release Distribution Is More Important Than Ever

Strategic PR and Media Relations: Unlocking Trust in the Misinformation Age

Strategic Storytelling: Telling Simple, Scalable Stories that Meet the Moment  
Surviving the Hot Seat: How to Media Train Your Executive Team  
The Future of Media Relations: Navigating the Evolving Landscape  
The Magic of Prediction: Using Data Analytics to Drive Impactful Media Coverage  
The Newsroom Edge: Principles for Copy That Captivates and Converts  
Thought Leadership 3.0: Tech, Tools and Techniques to Reach and Influence the Media  
Upgrading Static Online Newsrooms to Highly Shareable Social Hubs  
Why Things Catch On – and How to Unlock Virality

## **Public Affairs And Issues Management**

3-Part Series: Public Affairs in Uncertain Times  
Adaptable Public Affairs Content Strategy: How to Move Fast in a Lockdown World  
Beating Disinformation: A Media Resource Kit to Earn Trust in the Era of Subjective Truth  
Educating and Uplifting with a Public Affairs Strategy Around Delicate Subjects  
Embracing Inclusive Language: Forge Connections, Common Ground and Consensus  
Gaining Social Compliance: Proven Techniques for a More Persuasive Public Affairs Strategy  
Getting to Yes: Bridging Partisan Divides to Eliminate Gridlock and Achieve Goals  
High Stakes Hot Takes: Navigating Politics, Press & the New PR Battlefield  
Image Is Everything Case Study: The PIO and Public Affairs Rebranding Guide  
Lessons from the PR Campaign of the Year: The SAG-AFTRA Strike  
Public Affairs Primer: Shaping Opinions and Influencing Action in DC and Beyond  
Public Policy and the Pivot: How to Advise on Economic and Regulatory Uncertainty  
Purpose-Driven Public Affairs: How to Build an Authentic Brand in the Public and Press  
Speechwriter's Braintrust: Creating Relatable Speeches and an Authentic Brand Voice  
Speechwriters Braintrust: Practical Secrets of Writing Amazing, Authentic Speeches  
State of the Public Affairs Industry: The Top Strengths, Weaknesses, Opps and Threats  
Taking a Stand in an Election Year: How to Speak Up Smartly on Social Issues  
The Public Affairs Emergency Playbook: Handling Crisis from Cybersecurity to International Conflict  
The State of Reputation: Trends and Threats for 2025 and Beyond

## **SOCIAL MEDIA & MARKETING**

### **Branding**

A Colorful Vision for the Future: How Putting Creativity at the Heart of Your Brand Fuels Innovation and Safeguards Humanity  
Brand Storytelling Workshop  
Creating Showstopping Social Media Content for Less Glamorous Brands  
Find Your Leadership Voice on Social Media: Secrets of Posts, Pages and Profiles that POP!  
Influencing the Future: Strategies for a New Social Media Landscape  
Insiders Out: How Employee Storytelling Puts the Heart Back into Employer Brand Building  
Keynote in Conversation - Andrew Davis

Letting Your Brand Voice Sing: How the TSA's Social Accounts Soar Through Humor and Relatability  
Showing Up Powerfully on Camera — Regardless of Platform, Pre-Recorded or Live!  
Social Media Video Tactics That Engage Stakeholders  
Social Strategies for Attracting and Retaining Talent  
Social Strategies to Nurture and Grow Your Employer Brand  
Social Style: Design and Refine Your Brand Style Guide Across Social Platforms  
Spotlighting Employees with Social Storytelling  
Storytelling Design for Social Media: AI-Powered Brand Love  
Sunny Days on Social Media: The ABCs & 123s of Building a Positive Digital Presence  
Using Storytelling in Your Branding: From Intranets to Social Media  
Video Storytelling  
Visual Storytelling  
Visual Storytelling and Design for Social Media

## **Community Management**

A Ballast in the Storm: How Employee Voices and Organizational Trust Saved Lives Amid an Unthinkable Crisis  
Achieving Social Inclusivity and Brand Purpose with Social Impact Communications  
Addressing Leaks and Rogue Employees on Social Media  
Analysis to Action: Blending Audience Insights and Brand Expertise to Build Trust and Social Relevance  
Case Study: Social Intelligence for Public Relations Pros  
Communicating Change on Social Media  
Confronting Crisis: Social Listening Can Save Your Brand When "It" Hits the Fan  
Content That Clicks: Making Internal Comms Snackable & Repurposing for Reach  
DE&I on Social Media: Inclusion in the Age of Authenticity  
Deeper Social Media Connections in the Trust Era: WHO's Pandemic Lessons to Unlock Loyalty  
Engagement for All: How to Improve Social Media Accessibility  
Engaging Gen Z on Their Terms  
Ensuring Engagement for All: How to Improve Social Media Accessibility  
From Boring to Boo-yah!: How Humor, Edutainment, and Surprise Can Transform Your Strategy  
From Under the Desk to Capitol Hill: How Social Media Is Changing the News, the Law and the World  
Future-Proof Your Social Media: Keys to a Responsive Social Media Strategy  
Guardians of the Brand: Handling Hot Topics in a Heated Election Year  
How to Lean Into Video to Build Audience Trust  
Keynote in Conversation - V Spehar  
Make Culture Contagious: Creating Brand Ambassadors with People-First Social Media  
Module: From Signals to Strategy: Turning Social Listening Into Business Impact  
Peoplemoving: How to Build a Community with the Help of Brand Advocates & UGC  
Post This, Not That: Igniting Better Performance and Avoiding Social Media Speed Bumps to Secure Your Brand's Reputation  
Protecting Brand Voice and Reputation in a Changed World  
Shields Activated: How to Combat Crisis, Predict Predicaments and Deescalate Reputational Battles

Social Media Crisis Management: Strategies for Handling the Hot Seat When Crisis Strikes  
Social Media Harm Reduction: Staying Safe as a Social Pro Today  
Social Media Has Gone to the Dogs: How WeRateDogs Built a Community of Millions Around Positivity and Pets  
Social-First Crisis Response: From Impact to Recovery  
Surviving Social Media Shakeups: How to Reach and Retain Your Audiences  
The Great Social Media Awakening: Transforming Fatigued Followers Into Superfans by Igniting New Trends  
The Modern Social Crisis Manager  
The Social Media Shakedown: Channels Are Out, Community Is In  
When You Wish Upon a Tweet: Conquering Social Media Crises and Digital Dilemmas  
Where Inclusivity and Accessibility Meet on Social

## **Content Marketing**

10 for 10: Ten Lessons Learned from a Decade in Social Media  
3Ts of Thought Leadership Success: Build Loyalty on LinkedIn, Twitter and Podcasts  
9-Part Series: Social Media Foundations  
Avoiding Content Creation Burnout By Leveraging Your Content Creation Superpower  
Bring the Sauce: How to Stop the Scroll on TikTok, Reels and Beyond  
Capturing Attention on Social Media: Beating the 2.5 Second Challenge  
Choosing and Using Platforms in a Shifting Socialverse  
Crafting Creative, Inspiring Copy  
E-commerce and Social Selling  
From Mics to Likes: Unleashing the Power of Podcasting and Social Media  
How to Engage Your Audience Using Paid Social  
How We Did It: 3 Social Media Success Stories  
How We Launched and Grew our Brand Podcast  
Illuminating Instagram to Grow Your Audience  
Light Up Your Feeds: Secrets of Sizzling, Shareable Social Media Copy  
Making Short-Form Magic on TikTok  
Mastering Content Creation for Social Media  
Navigating a Sea of Content to Bring Knowledge, Adventure and Exploration to All  
Navigating Social Media Roadblocks: Going Beyond Buzz to Serve Your Public  
Podcasters Sound Off: Strategies to Produce and Promote a Winning Show  
Podcasting for Thought Leadership: Marketing Strategies for SMEs, Brands, and Education  
Podcasting Workshop: The Sound of Success  
Quickly Start or Scale Your TikTok Strategy Workshop  
Small But Mighty: Shoestring Social With a Tiny Team  
Social Audio Workshop: Podcasts, Live Audio and How They Work Together  
Social Media Splashdown: Riding the TikTok Short-Form Video Wave  
Social Media's Next Wave: Mastering Micro-Platforms, Influencers and Short-form Video  
Social Media's Sweet Spot: Writing Short and Snappy — Without Stripping out Style  
Social Media: Taking Thought Leadership to the Next Level

Social Studios: Video Storytelling Across Social Media Ecosystems  
The Rise and Future of Short-Form Vertical Video  
The State of Journalism on Social Media  
Untangling Threads: Solving Top Challenges on Social Media's "New Big 6"  
What the Future of Work Means for Communicators  
What's Next in the Age of TikTok: How to Win Big with Micro Video  
Writing With Social Pizzazz: Avoiding One-Size-Fits-All Posts

## **Event Marketing**

Extraordinary Experiences: Creating Immersive Brand Activations That Earn Attention and Loyalty  
Module: The Role of Communications in Event Marketing

## **Influencer Marketing**

5 Major Insights You Need to Know About Influencer Marketing Today  
5 Secrets To Scaling A Profitable Influencer Program, Even In A Downturn  
Build Successful Influencer Relationships and Get Creators on Board with Your Brand Efforts  
Creator Connections: How to Set Up Influencers and Brand Ambassadors for Success  
Creator Meets Collaborator: How to Partner (Not Compete) with Influencers  
How to Avoid Kissing Frogs and Find Your Fairytale Influencer  
Influencer Marketing Strategy  
Influencer Marketing: Do's, Don'ts and What's Next  
New Social Media and Influencer Marketing Strategies to Boost Buzz and Engagement  
Sweet Success: Inside Hershey's Influencer-Focused Campaigns  
Using Influencer Marketing to Grow Your Business

## **Marcomms**

Anywhere You Go: Storyselling and Content Creation Across Channels  
Decoding Social ROI: How to Unlock Social Media's Business Impact  
DIY With AI: Scaling In-house Social Video Production  
Light Up LinkedIn with Thought Leadership  
Magic Moments from IRL to URL: Secrets of success on social media and beyond  
Social Media Strategy 3.0: New Low-Cost, High-Return Approaches  
Social Storytelling: Building a Multi-Channel Digital Storytelling Strategy  
The Next Generation of MarComm in Earned, Paid and Partnered Media  
Three-Second Storytelling: How to Capture Attention and Interest in an Instant

## **Organic**

Activating Your AI Superpowers: Tools, Tips & Strategies for Innovative Social Content Creation  
Case Study: Driving Organic Social for B2B Businesses  
How to Tap LinkedIn to Build Influence and a Personal Brand  
LinkedIn Insights for 2025 and Beyond: Trends Shaping the Future of Thought Leadership and Brand Social  
Platform Smackdown: Selecting Your Organization's Ultimate Social Media Lineup

The TikTok Dilemma: Risk, Reward or Reckoning?

## SEO

Audience-Informed Content Creation: Using Neuromarketing to Scale Up Your Social Operation

Multichannel Audience Strategy: Drive Social Media, Site and Search with "Big Moments"

SEO and Social Search Workshop: Nuts, Bolts and New Strategies

SEO Bootcamp: A Communicator's Primer on All Things SEO

The New SEO Ecosystem: Strategies to Integrate SEO, Social Media and Influencer Marketing

## TECHNOLOGY

### AI

13-Part Series: AI Foundations for Communicators

A Futurist's Guide to Tomorrow's Communications Landscape: Tech Trends, AI and Creative Frontiers

A New World of Community Engagement: How Generative AI and Web3 Are Powering an Immersive Future

A Skeptic's Guide to AI: Drive Adoption and Show Impact—Even If You're Not a Super User

Abracadabra! How to Supercharge Your Brand's Social Media with IA—Not AI

Adapt or Get Lapped: How To Be an AI-Enabled Communications and Social Media Engineer

AI & PR: Balancing Innovation, Ethics and Client Trust

AI + SEO: Elevating Brand Reputation through Intelligent Search

AI + UX = EX: Six Mindsets to Revitalize Your Intranet with AI Integrations and More

AI Adoption Roadmap: The Essential Stages—from Stumbles to Successes

AI Agent in a Flash ■ Build a Drag-and-Drop Agent Workflow Live

AI Agentic Workflow Builder: How to Create Agents for PR and Internal Comms

AI Ate the World: Now What? A Call for Human-Centered Innovation

AI Avatar Lab: Crafting Your Digital Twin—or Your Exec's

AI Avatars: Build Digital Doppelgangers for Execs & Teams

AI Beyond Copy: How to Evolve from Content Creator to Strategic Advisor

AI For Communicators and Marketers: What You Need to Know Now

AI for Content Strategy & Writing: From Audit to Final Draft

AI for Marketing: Test, Tweak & Transform Campaigns With Synthetic Focus Groups

AI Foundations: Definitions, Tools and Techniques

AI in Action: The Advanced Bootcamp for Comms Leaders

AI Insights: Leveraging Custom GPTs for Brand Persona Alignment and Thought Leadership

AI Measurement: How Comms Can Shape the KPI Mandate

AI Meets Employee Experience: A People-First Approach to Engagement During Onboarding

AI on a Shoestring: Creating Big Wins for Small Teams

AI Plus PR: Media Literacy in the Age of Bits, Bots and Bylines

AI Readiness Revealed: Find Your Team's Maturity Stage

AI Search Workshop: Turn GEO Into ROI With an AI-First Content Strategy

AI Shark Tank: Crafting the Ultimate Elevator Pitch

AI Video Workshop: Produce Scroll-Stopping Shorts in One Afternoon

AI's Next Wave: How You'll Create Value, Connect & Collaborate Tomorrow

AI-Powered Storytelling: Humanize Your Brand in the Age of Social Media and AI

Amplifying Comms with AI: Insider Strategies, Shortcuts and Secrets of Success

Artificial Influence: Harnessing AI for Premium Media Placements

Authenticity in the Age of AI: Executive Thought Leadership That Builds Trust

Balancing AI Hope, Hype and Hazards: Leveraging Opps and Countering Threats Like Deepfakes

Balancing Human and AI: How AI Will Help Comms Evolve from Order Takers to Strategists

Be Indispensable: A Real-World Case Study for Earning C-Suite Trust With AI

Becoming a Frontier Communicator: An Inside Look at Internal Comms in the Age of AI

Beyond AI Video Hype: Real AI Hacks to Supercharge Your Social Media

Beyond Basic AI: Real-World Strategies and Tools for Heroic Employee Comms

Beyond Hype: What I Learned About AI This Year and How to Deliver Real Comms Impact

Beyond Intranets: AI-Powered EX That Wows Employees and Execs

Beyond Prompting: How AI Agents Will Transform Your Comms in 2025

Brand Storytelling: Harnessing Authentic Narratives in the Age of AI

Catching the AI-XR Wave: Transforming Brand Storytelling—from the Inside Out

ChatGPT Isn't Taking Your PR Job: Why Writing Like a Journalist Still Matters

Comms and AI Execs Speak Out: Myths, Realities and Roadmaps for Integrating AI

Comms as AI Builders: A Case Study in Turning Strategy Into Systems

Convincing Skeptics: Bridging the Chasm between Creatives and Corporate

Creativity 2.0: Ride the AI Wave—and Turn Time into Creative Impact

Crisis Meets AI: Navigating the Maze of AI-Fueled Disinformation

CTRL+ ALT + PREEMPT: Using AI and New Tech to Outpace New Threats

CY-AI: Surviving AI Crises, Deepfakes & Reputation Risks

Data to Dazzle: AI-Powered Visual Storytelling in 25 Minutes

Digital Transformation: Rethinking EX with AI — Moving from Eyeballs to Engagement

Disinformation in the Age of AI

Driving Next-Level Impact with New and Innovative Communications Tools

Elevating Your Content: Editing and Personalization Like a Journalist

Embracing the Bots: Generative AI and Emerging Tools

From AI to ROI: Supercharging Comms

From Committees to Execution: A Blueprint for Successful AI Implementation

From Sentiment to Strategy: Using AI to Shape PR Strategy

From Tools to Teams: Creating Sustainable GenAI Systems in PR

Future-Proofing Comms: What's Next in AI, Tools and Technology

Future-Ready Comms: How to Upskill Your Team for the AI Era

Futureproofing Your Brand: Authentic Storytelling with AI Visuals and Video

GenAI Video Tools: Transforming Content in Regulated and Corporate Industries

GEO: Elevating Brand Visibility in the AI Search Era

How AI Is Reshaping Social: Balancing Prompts, Personalization and Privacy

How AI Will Supercharge Your Multichannel Comms Strategy

How to Craft a Custom AI Agent from Scratch

How to Level Up Your AI Outputs with the Top Prompts for Communicators

How to Win at SEO and AEO: From Search to Synapse

How to Win With AI: The Leadership Playbook Your CEO Wants

How We Did It: Behind the Scenes of a Winning Global AI Rollout

Inside the AI-Enhanced Super Team: Daily Workflows, AI Search/GEO and Pitch-Perfect Prompts

Job Slayer or Superpower? Execs Debate Wins & Warnings

Leading With AI: Authentic Leadership Comms at Scale

Legal Eagles Meet AI Advisors: Your AI Questions Answered

Let's Co-Create! Balancing AI Art Generation with Authenticity

Making AI Your Digital Doppelgänger: New Ways to Supercharge Your Content Calendar

Mastering AI Tools in a Multimedia-Hungry Media World

Mastering AI-Powered Writing and Content Creation

Mastering AI-Powered Writing and Storytelling

Mastering Generative AI: Prompts, Persuasion and Productivity

Module: AI Governance: From Principles to Practice

Module: Prompt Like a Pro: GenAI Prompting for Communicators

Monitoring in a Video-First World

Navigating AI, Global Crisis and the Future of Comms

New Roles Show How Comms Can Take the Lead With AI

Prompting Creativity: Unleashing AI's Potential in Content Creation

Protect Your Brand: Crowdsourcing Bulletproof AI Policies in 15 Minutes

Revolutionizing Employee Communications for the AI Era

Securing Stakeholder Buy-In for Safe and Swift AI Adoption

SEO & GEO Search Wars 2026: Boost Visibility on AI-First Browsers

Shadow Tool Showdown: Are There AI Hacks Hiding in Your Org?

Show Me the AI Money: Comms Execs Spill Their ROI Playbooks

Smarter, Not Harder: How AI Is Changing Communication

Social Media AI Toolbox: Keeping Content Real and Driving Real ROI

Steal These Prompts: 20 of the Best Comms & Marketing Prompts

Summit on Generative AI for Communicators - Part 1

Summit on Generative AI for Communicators - Part 2

Summit on Generative AI for Communicators - Part 3

Taming the AI Tiger: Where Power Meets Purpose—Scaling Responsible AI

Tapping AI for Trimodal Content: From Newsrooms to New Frontiers

Tech Tactics for Crisis Prevention

The AI Leadership Toolkit: How to Assess, Implement and Integrate AI

The AI Reality Check: From Agents and Avatars to Action Plans

The Broken Trust Era: How AI Has Accelerated Decline, and How to Fix It

The Missing Link: How Comms Can Lead in AI Decision Making

The Next Gen Workplace: Elevating EX Through AI Innovations  
The Promise and Perils of ChatGPT for PR Pros  
To the Future and Beyond: AI-Powered Tools and Tech for Social Pros  
Uncanny Valley Detective Agency: Master the Art of AI Deception Detection  
Using Generative AI to Enhance the Employee Experience  
Visual Storytelling: Creating Compelling Images and Videos  
What's New: Catching 2025's Biggest Trends Before They Break  
What's Next: Exploring AI and Web 3 Synergies for Public Relations  
Workshop: From Gen AI to AI Agents: Taking Employees From Adoption to Integration

## **AR/VR**

Brand Panel Real-Use Cases: What's Working with Metaverse Brand Activations

## **Digital Strategy**

3-Part Series: Digital Strategy Audits  
Beyond Social Incentives: The Impact of Web3 and NFT Upheaval on Content Creators  
Engage, Educate, Empower: Modernizing Internal Comms With Video  
Fortify Culture and Collaboration: Evolving Leadership Comms with Commtech  
From Fragmented to Unified: Rethinking the Digital Workplace  
From Ignored to Must Read: Revitalizing Newsletters with Easter Eggs, TikTok Trends, and More  
Future-Ready Mindset: Where Digital Meets Personal  
How to Audit and Simplify Your Comms Channels: Cut the Noise, Not the Message  
How to Lead Efforts to Operationalize AI in Corporate Comms  
Module: Operationalizing Digital Strategy for Communicators  
Navigating Social Media: Leveraging Internal Communication Platforms  
Navigating the Communications Ecosystem: Unifying Brand Voice and Championing Internal Channels  
Preparing a Multichannel Internal Communications Strategy in 2023  
Redefining the Next Decade — from Web 3 and Gaming to Generative AI  
Scaling Engagement: How to Connect a Global, Remote Workforce  
Tech Forward: Tomorrow's Tools, Today  
The Impact of a Deskless Worker Digital Transformation  
The Journey to a Smarter Digital Workplace for People and Places  
The Metaverse FAQ: A Five-Step Guide for Communicators  
Understanding the Metaverse: A Guide for Communicators  
What's Old Is New Again: Breathing New Life Into Legacy Channels

## **Email Marketing**

5 New Ways to Engage Employees via Email  
Balancing Tech, High-Touch and Story: Employee Engagement, Visual Storytelling and Email Best Practices  
Beyond the Inbox: Elevating Email and Newsletters in Today's Hybrid Workplace  
Gauging Sentiment to Engagement: Best Practices for Measuring Employee Communications  
Internal Communications Benchmarks & Best Practices

Module: Email Marketing Fundamentals

Module: Fundamentals of Newsletter Creation and Engagement

Skyrocket Open Rates: Writing Emails That Engage Your Workforce

Taking the Measure of Your Internal Emails

The Power of Email and Intranets

Words that Ignite: Transform Emails and Intranets into User-Friendly Engagement Magnets

## **Intranets**

Bootstrap Your Intranet: Cost-Effective Commtech for Employee Connection

Connecting 10,000 Employees: How the Learning Experience is Reimagining Employee Engagement

Designing an Intelligent Intranet and Internal Social Strategy

Elevating the Role of Internal Comms: Transforming Your Intranet Into a Strategic Business Asset

From Intranets to AI Answer Box: New Search-Savvy Strategies

How An Intranet Took a Media Giant From Silos to Unified Comms and Culture

If You Build it, They Will Come: Intranets and Other Tech to Foster Culture

Innovative Intranets: How to Break Down Silos and Boost Engagement

## **Technology Stacks**

Design and Refine Your Tech Stack to Make Messages Resonate

Engage and Align Your Workforce with the Latest Tech Stack

Maximizing Microsoft's Internal Communications and HR Tools

Revolutionizing Communication through CommTech

The Unsession: Building the Ultimate Comms Tech Stack

Tidying Your Tech Toybox: Selecting the Most Efficient Social Media Management Tools for Your Business

Transforming Togetherness: Ideas for a New Era of Work

Trekking Through the Technological Terrain

What to Keep, What to Cut: Lessons in Tech Stack Optimization

What's New in Commtech: Evolving Data Tools and Technology

# **WRITING**

## **Editing**

Beat the Bots: Advanced Prompt Fluency for Comms Writers

From Good to Great: Self-Editing Secrets for Better Writing

Harnessing Creativity: Ignite Your Imagination for Captivating Copy and Campaigns

Proof-Perfect: Layered Editing in Lightning Time—Every Time

Smart Brevity: How to Crack the Code on Information Overload — and Power Better Business Results

Storytelling Secrets: Editing Masterclass for Communicators

Unleashing the Quill: The Ultimate Self-Editing Deep Dive

## **Storytelling**

Audience-First Storytelling: How to Tailor Tone, Message and Format

Brand Storytelling: How to Move Audiences (and the Bottom Line)  
Content Creation—Now and Tomorrow: How to Stand Out in a Crowded Field  
Module: Storytelling Systems That Drive Behavior and Business Outcomes  
Storytelling at Speed: How to Conceive, Plan and Report a Story Under Deadline  
Storytelling for Connection: Sharing Your Company's Narrative  
Storytelling Frameworks for Communicators: Lessons Gleaned from Pixar's Formula (and Beyond)  
Unleashing Your 'Capital S' Story

## Writing Tips

AI-Enhanced Writing: Prompts and Principles for Powerful Prose  
Anatomy of a Winning Content Strategy: From Audit to ROI in 5 Steps  
Audience First: Headline Writing that Speaks Volumes  
Be Your Department's Best Writer  
Click Me! Creating Viral Hero Content—from Intranets to Social Media  
Crafting Clear, Concise, Captivating Content  
Crafting Clear, Concise, Captivating Copy  
Fast, Snappy and Compelling: Applying News Writing Principles to Your Writing  
From Blah to Ta-Da! Creativity Hacks to Spark Joy with Your Writing  
Journalistic Non-Negotiables: What AI Gets Wrong (and You Must Get Right)  
KPIs and Commas: Persuasive Writing Secrets that Move the Needle  
Module: Technical Writing for Internal Policies and Procedures  
Module: Writing for Impact: Tailoring Corporate & Internal Updates Across Channels  
Mundane to Magnificent: Adding Creativity and Joy Back to Your Writing  
Secrets of Click Me Copy: A Show-and-Tell to Align Writing with Strategy  
SEO + AI = GEO: Writing that Ranks for Bots, Resonates for Humans  
SEO Writing Essentials: Crafting Content that Ranks and Resonates  
Smart Brevity: The Framework to Strengthen Your Comms Strategy  
The Future is Unwritten: Writing Skills and Strategies for Tomorrow's Communicator  
The Language of Leadership: WH Alumni and Gov Insiders Share Speechwriting Secrets  
The New Newsroom: Earning Attention in a Seismic Media Landscape  
Write like a Journalist: Pen Powerful and Precise Prose that Pops  
Writing in the Age of AI: Partnering with AI Programs

## LEARNING PATHWAYS & CERTIFICATES

### Achievement Certificate Programs

Business Acumen Basic  
Business Acumen Intermediate  
Business Acumen Advanced  
Internal Communications Basic  
Internal Communications Intermediate

Internal Communications Advanced  
Leadership Basic  
Leadership Intermediate  
Leadership Advanced  
Public Relations Basic  
Public Relations Intermediate  
Public Relations Advanced  
Social Media & Marketing Basic  
Social Media & Marketing Intermediate  
Social Media & Marketing Advanced  
Technology Basic  
Technology Intermediate  
Technology Advanced

## Choose Your Path

I am...communicating about sensitive political or cultural issues.  
I am...dealing with a lot of changes at my company.  
I am...leading our employee engagement strategy.  
I am...navigating a new global communications role for the first time.  
I want...to better understand the strategy behind employee engagement.  
I want...to collaborate better across the business.  
I want...to learn more about storytelling.  
I want...to become a communications leader.

## QUICK LEARNING

### Explainer

3 Tips for Navigating the Metaverse  
5 Essential Tips for More Effective Virtual and Hybrid Meetings  
Inclusive Language  
Creativity & Brainstorming for Communicators  
Clear, Concise Writing  
Beyond AI: Self-Editing in Five Steps  
Employer Branding Strategy: 5 Common Mistakes  
Humor @ Work Pt. 1: The Yes/And Exercise  
Humor @ Work Pt. 2: Improv's 5 Biz Benefits  
Humor @ Work Pt. 3: Breaking Down Silos Case Study  
Wikipedia & Digital Reputation  
What is AI? A Brief History  
Myths vs Facts About AI  
Writing Stronger Headlines and Subject Lines

The 3 Rs of Beating Writer's Block  
The Poet's Process: Writing with Creativity  
Storytelling to Enhance Writing  
Writing Like a Journalist  
Power Posts: Bite-Sized Writing Tips  
Persuasive Writing in Three Steps  
Writing Better Emails and Subject Lines  
Podcast Strategy for Communicators  
Working with TikTok Influencers  
The Secrets to Creating Authentic Branded Content  
How Social Media ROI Drives Business Impact  
How to Work Authentically with Influencers and Creators  
How AI Augments Social Strategy  
AI + SEO = GEO: AI Reputation Management Explained  
4 Steps to Create a Custom AI Agent  
Start Here: How to Get the Most from Ragan Training  
Media Literacy: The Trust Indicators

## **Screening Room**

Northwell Health and MediaSource Video Brings Science Fiction to Life  
LAIKA Strengthens Employer Brand with Engaging Content and Strategic Outreach  
Brasfield & Gorrie's Employee Storytelling Video Drives Record Engagement  
Xperi Teases New Intranet While Getting a Laugh from Employees

## **Shorts**

7 Factors to Look for in an Influencer  
3 Ways to Spark Conversation In Comments - Snapshot  
6 PR Pitch Types - What Journalists Want  
Panel Advice: Where DE&I Should Sit in the Organization  
Evaluate New and Emerging Platforms  
A Template to Communicate Change  
Bridging Generational Divides  
Calendar Bankruptcy: A Case Study in the Power of Healthy Debate in the Workplace  
Case Study: 5 Tips to Handle Social Media Crises  
Embracing the Creator Mindset  
Four Content Ideas for Internal Comms  
Ensuring Measurement Validity - Snapshot  
Social Media Analytics - Snapshot  
PR KPIs That Matter: Know Your Bottom Line  
What Employees Want in Change Comms  
How Nissan Communicates Change in Crisis  
How Microsoft Activates Its EVP

How to Solidify Leadership's Role in Wellbeing  
HR + Comms: How to Keep the Love Alive  
Golden Rules for Your Manager Cascade - Snapshot  
Work-Life Balance: Know What Employees Want  
How Microsoft Is Using AI Internally  
Training AI for Speechwriting and Thought Leadership  
Panel Advice: Tips for Managers to Deliver Hard News  
The 4 Stages of Change  
The Businessperson in Comms Mind Shift  
AI + SEO: Your Brand Reputation Management Plan on One Slide  
The 5 Pillars of Effective Channel Audits  
Tips to ID and Combat Deceptive Media in AI Age  
5 Questions for Evaluating a New Platform  
An Iterative Approach to Media Relations Measurement  
Training Execs to Deliver Digestible Content  
The Inside-Out Approach to Media Relations During a Crisis  
Refining Your EVP  
Personalizing Benefits Communications  
How Home Depot Comms Supports Frontline Workers  
Motivating Your Multigenerational Workforce to Embrace Learning and Development  
Change Comms Challenges and Solutions  
How Uber Rethought its Intranet to be Employee-First  
How MGM Resorts International Communicates Tough Realities  
How Aerospace Corporation Stood Up its Employee Ambassador Program  
How to Trust and Verify Your AI Outputs  
5 Questions to Ask Before Cultivating Culture  
How CVS Health Evaluates Trust  
Understanding the Meaning Economy  
Co-Creating Your EVP With the Help of AI  
How Communications and Change Management Work Together  
Maintaining Resilience Under Pressure  
Maintaining Clarity Under Pressure  
4 AI Video Prompts That Cover Most Needs  
The 5 Steps to Building Your AI Agent  
The Difference Between SEO and GEO  
The 4 Stages of AI Readiness

## **Signature Voice**

What Communicators Get Wrong About Reputation Management  
What Communicators Need to Learn About Financial Disclosure  
What Communicators Get Wrong About AI-Assisted Measurement

## Tech Talk

Power Conversation - Leslie Douglas  
Power Conversation - Ashley Bush  
Power Conversation - Raquel Cool  
Power Conversation - Caleb Campbell  
Power Conversation - Alejandro Zequeira  
Power Conversation - Sumreen Ahmad  
Power Conversation - Amanda Minto  
Power Conversation - Margaret Frisby  
Power Conversation - Veronica Cintron  
Power Conversation - Sharmistha Chatterjee  
Power Conversation - Brendan Smith-Bentley  
Power Conversation - Kristin Hoose  
Power Conversation - Emily Bonilla-Pieton  
Power Conversation - Maddie Richter  
Power Conversation - Zelly Lodin  
How Employee Behaviors Guide Engagement  
Driving Employee Adoption on Your New Intranet  
Understanding the Human Value of Comms in the Age of AI  
Implementing Your Crisis Compass

## CONFERENCES

### AI

2024 AI for Communicators Virtual Conference  
2025 AI Horizons Conference  
2026 AI Horizons Conference

### Social Media

2023 Social Media Conference  
2024 Social Media Conference  
2025 Social Media Conference

### Crisis Planning & Response

2025 Crisis Communications Virtual Conference  
2026 Crisis Communications Virtual Conference

### Internal Communications

2023 Internal Communications Conference  
2024 Internal Communications Conference  
2025 Internal Communications Conference

## **Employee Experience**

2023 Employee Communications & Culture Conference  
2023 Employee Experience & Wellness Conference  
2024 Employee Communications & Culture Conference  
2024 Employee Communications 101 Virtual Conference  
2024 The Employee Experience Conference  
2025 Employee Communications & Culture Conference  
2025 Employee Communications 101 Virtual Conference  
2025 The Employee Experience Conference

## **Future Of Communications**

2022 Future of Communications Conference  
2023 Future of Communications Conference  
2024 Future of Communications Conference  
2025 Future of Communications Conference

## **Media Relations**

2023 Media Relations Conference  
2024 Media Relations Conference  
2025 PR Daily Conference

## **Public Affairs And Issues Management**

2023 Public Affairs & Speechwriting Virtual Conference  
2024 Public Affairs & Speechwriting Virtual Conference

## **Storytelling**

2022 Brand Storytelling Virtual Conference  
2022 Powerful Writing & Storytelling Virtual Conference  
2023 Writing & Content Strategy Virtual Conference  
2024 Writing & Content Strategy Virtual Conference  
2025 Writing & Content Strategy Virtual Conference