Converging Worlds:
Navigating the New Integrated Communications Environment

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With a seemingly endless flood of new communications avenues, vehicles, techniques and viewpoints, danger looms large for many public relations practitioners. It's all too easy to carve out a small section of familiar territory, plant your flag, and hope the whirlwind leaves you unscathed. In reality, that's a recipe for career and organizational disaster.

This professional development seminar helps communicators discover, understand, blend and deploy a broad range of traditional and emerging disciplines. The resulting insights, strategies and tactics from your own "custom blend" – unencumbered by outdated rules – will have your executives applauding, your employees engaged, your customers buying, and your competitors trembling.

What we'll cover:

- Uncovering the next breed of communications toolsets, keeping you one step ahead.
- Navigating the politics of leading cross-discipline communications, turning naysayers into supporters.
- Capitalizing on "white space" territories that you and your team can embrace.
- Blending new media with old for even more creative, exciting and results-bearing programs.
- Determining when digital media should take the lead, when it should be dialed down in favor of more seasoned approaches.
- Reinvigorating "forgotten" techniques and outlets for surprising success.
- Perfecting the snowball approach, formulating a "can't miss" messaging stream by weaving together multiple disciplines.
- Measuring the successes (and failures) of your integrated communications efforts, allowing future programs to have an even greater impact.

Mike McDougall, APR, managing partner of McDougall Travers Collins (www.McDougallTC.com), has been at the forefront of implementing novel approaches to communications for two decades, in doing so leading teams to ten PRSA Silver Anvils and Awards of Excellence. Prior to returning to corporate consulting in 2011, he was global vice president, Corporate Communications and Public Affairs for Bausch & Lomb Incorporated; and director of Worldwide Public Relations for Eastman Kodak Company.
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