



### Turning your Data into Action: Preparing for the Second Half of the Year Push

As you come out of the summer months with your team, have you evaluated your brand's digital footprint and message pull-through? Use a strong analytics base to guide messaging & positioning tweaks and increase both awareness and consideration for your brand.

[Learn how to conduct a Digital Visibility Audit \(DiVA\) here.](#)



### The State of B2B Content Marketing: What's Working, What's Failing & What's Next

Take data and insights from your fellow marketers into consideration when evaluating your content strategy for the second half of the year. PAN + Heinz Marketing discuss key trends and how they're applied to the overall state of B2B content.

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### A Holmes Report Podcast: Notes from Newhouse and Next-Gen PR Talent

Does your team have the skillsets needed to achieve your 2019 goals? Are you able to properly integrate across departments? PAN President & CEO, Phil Nardone, sits down with The Holmes Report to share insights and trends into next-gen PR talent.

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### Live from London: International PR, Media Trends & the UK Tech Scene

Discover macro themes making waves in the UK, and dive into the key ingredients for launching successful global programs.

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### Why Your Marketing Needs to Be Data-Driven

Storytelling is everywhere. Don't miss the opportunity to share your marketing stories from behind the scenes during the second half of the year.

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### CMOs Share Their Top Priorities for Remainder of 2019

You're not alone. CMO challenges include customer acquisition, putting customers at the center of storytelling and ensuring customer data drives healthy ABM strategies.

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