



# WE MOVE IDEAS.™

## PAN 25 YEARS

As we continue PAN's 25th Anniversary celebration, President & CEO Phil Nardone reflects on the early years in business, how the industry has evolved and the people who have made our agency's success possible.

[Learn more about this remarkable milestone in Phil's recent blog post.](#)

### HOW THOUGHT LEADERSHIP BUILDS TRUST IN YOUR BRAND

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of B2B buyers want content with more input from industry thought leaders

### [Infographic] Why Thought Leadership is the Catalyst for Building Trust for B2B Brands

The B2B market is becoming more competitive and brands are responding by placing a larger emphasis on building trust with their employees and customers. Marketing and PR pros are now tasked with creating thought leadership programs to support this effort. Learn more in PAN's latest infographic.

[Learn why thought leadership should be at the core of your team's marketing strategy.](#)



### [Video] PAN Sits Down with Client Quorum Software to Discuss Agency Relationships

Quorum Software's Olivier Thierry sat down with Mark Nardone to discuss the role of PR inside an integrated marketing framework. The two also talk about the importance of working towards shared goals from both sides of the partnership. View the full video below!

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### [Infographic] Integrated Marketing and PR's Role with Late Stage B2B Brands

A brand's integrated marketing and PR strategy should vary depending on the size and stage of growth that it is currently experiencing. Learn about some of the leading technology brands that PAN's NXT Stage framework has impacted along the way.

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### Interoperability, Clinical AI and Cloud Adoption are the HIMSS20 Trends to Watch

An interview with healthcare information technology player, Hyland, offers a fresh perspective on the upcoming trends at this year's HIMSS20 event.

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### B2B Tech: 2020 Priorities Include New Investments, Recalibrating Existing Ones

Communications pros discuss top priorities for the year ahead, including allocating budget to technology and driving better engagement.

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### Marketers Are Taking Greater Ownership Over CX Initiatives: Survey

Marketing departments are owning more of the customer experience than ever before. See how your department's strategy compares.

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