

PAN's monthly newsletter is here.
Read on for the latest & greatest in integrated marketing & PR.

Creative Storytelling | Connected Content | Results that Matter

WE MOVE IDEAS.™

PAN

The need to **listen, evolve** and **transform** is more apparent than ever before in our marketing lifetime.

Learn how to develop your **Content Marketing Strategy**



of content marketers are rethinking the tone of their brand **messaging** and **positioning**

Source: PAN's 2020 Content Fitness Report

Where are you in your journey to maximize your content marketing investment? As your team plans for the year ahead, this guide to content marketing will support your brand storytelling efforts from ideation, to execution and all the way through to measurement and optimization. It's time to bring your PR and marketing teams together for a content program that reaches customers across all media channels.

[Download Now to Amplify Your Content Strategy](#)

Learn more about our CEO's **lessons learned** throughout PAN's DEI journey.



Robert Rose's Take on the State of Content

In a lively conversation with PAN's Mark Nardone, the two discuss how the pace of content has changed, the importance of re-evaluating your messaging and more.

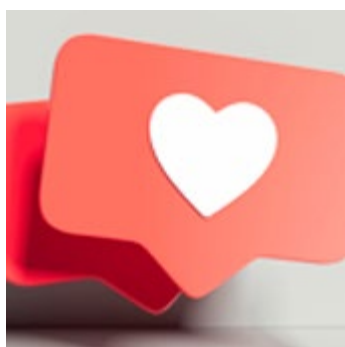
[Watch the exclusive video here](#)



An 8-Step Issues Response Framework for Communicators

PAN's Issues Response Team uses this step-by-step process to guide clients through their internal and external communications efforts.

[Streamline your crisis response efforts](#)



How to Craft an Authentic Brand Voice: 7 Healthcare Marketers Share Their Strategies

Healthcare marketers share how to craft honest and compassionate messaging in a time when authentic connections are critical.

[Learn more](#)



Brands Rally Behind Mentoring Initiative to Serve Marketing's 'Lost Generation'

This UK company is stepping up to combat Gen Z marketing-career unemployment in the wake of COVID-19.

[Learn more](#)



5 Digital Transformation Lessons to Take Into 2021

Enterprises and CEOs should consider these five areas as they maneuver the challenges that come with today's digital workplace.

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