How BMW, Transamerica and Charter Optimize PR Outcomes With Behavioral Science

The Behavioral Science Edition

LIVE DATE AND TIME:
April 14 | 3-4:15 p.m. EDT

Our world has gotten so noisy, we don’t pay attention the way we used to. It is so loud, in fact, that many of the audiences we use skillful communication to reach are tuning out more than they take in.

As a society, we are in a collective state of communication overload, and our minds are developing powerful coping mechanisms to manage the noise. That’s bad news for traditional communication methods that research is proving don’t just confuse people; they trigger full-blown message rejection.

While the noise in our world is rising to unmanageable levels, in labs around the world, human behavior and neuroscience researchers are diving into the depths of our minds and returning with insights that rewire how we understand what happens in the communication process. Every day they help bring us closer to a complete blueprint of the mind’s scientifically proven engagement preferences.

This eye-opening Case in Point will show how brands like BMW, Transamerica and Charter apply this science to exponentially increase PR and communication outcomes. Whether in your first year of PR or a seasoned practitioner, this Case in Point will leave you with an entirely new framework through which to consider how you communicate.
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By the end of this Case in Point, participants will be able to:

• Understand the new ways the mind processes communication, and how to use this new knowledge to dial in your communication efforts with more accuracy than ever before.

• Create communication with a heightened awareness and sensitivity toward its psychological, behavioral and motivational influence.

• Strategize around the nonconscious biases and filters that are likely the real culprit for communication interference and limit.

• Apply new science-based strategies proven by brands like BMW, Transamerica and Charter to increase communication outcomes exponentially.

BIOGRAPHY
Elizabeth Edwards

Elizabeth Edwards is the founder and president of Volume PR and Engagement Science Lab. A celebrated communication futurist, Edwards is a frequent keynote speaker and executive trainer who has dedicated her award-winning career to combining human behavior science and motivation science with the practice of professional communication. Architect of the NeuroPsychological Engagement (NPE) communication method, her work closes the gap between the sciences and communication with a first-of-its-kind, proven framework that tunes communication to positively engage 100% of the mind.

Pricing

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