Cision World Tour Unites Industry and Media Experts for Modern Communications Dialogue

Event delves into how data and technology are transforming earned media into a business driver

CHICAGO, April 18, 2017 /PRNewswire/ -- Today Cision announced the launch of its first-ever World Tour, bringing industry leaders and practitioners together to discuss the art and science of data-driven communications. In this new era, earned media is at the forefront of successful communication campaigns - as a matter of fact, 81 percent of senior marketers believe earned media is more effective than paid media[1]. However, demonstrating impact to key stakeholders has long been a challenge. Join Cision in one of six major citieson its schedule for an afternoon of conversation, connections and cocktails with communications and marketing leaders on how to quantify efforts and adapt to the new consumer and media landscape.

Experience the interactive Multimedia News Release here:https://www.multivu.com/players/English/8085851-cision-world-tour/

Each World Tour event will begin with opening remarks from Cision CEOKevin Akeroyd and CMO Chris Lynch on how the art of storytelling combined with the science of data enables brands to uncover the critical influencers they need to get their story shared, craft content that gets read, and link coverage with buyer behavior. An expert panel discussion will follow on establishing a win-win relationship between brands and the media in a new climate where trust in media is faltering[2]. Each city will also feature an exclusive keynote speaker from among some of the top industry visionaries on the future of the profession and how individuals, agencies and brands can pivot toward a more lucrative and competitive future. All events will conclude with cocktails and hors d'oeuvres.

The six cities on the first leg of the World Tour map include:

- **Chicago** - Wednesday, April 26, 2017
- **San Francisco** - Wednesday, May 3, 2017
- **New York** - Wednesday, May 24, 2017
- **London** - Tuesday, June 6, 2017
- **Paris** - Thursday, June 8, 2017
- **Toronto** - Wednesday, June 28, 2017

Industry thought leaders joining the tour includeMark Schaefer, global marketing consultant and author; Brian Solis, Principal Analyst at Altimeter;Gini Dietrich, CEO of Arment Dietrich; Victor Cho, CEO of Evite; Steve Barrett, Editor in Chief at PR Week and many more. Senior-level executives from renowned brands Gogo, Ketchum, T-Mobile, Adobe, GoPro and Edelman will also be presenting.

"The rise of earned media —including comms and PR— is upon us. History tells us it must apply the same formula as paid and owned media have: infusing technology, data, measurement and business intelligence," said Cision CEO Kevin Akeroyd. "The Cision World Tour brings together the communications industry's leading professionals to help decipher the most common barriers to obtaining this critical mix and address the evolved role earned media has in reaching and engaging audiences. It's time to communicate like never before."

The Cision World Tour is hosted in partnership with theInternet Marketing Association (IMA) and CommPro. For more information and to RSVP today visit worldtour.cision.com.

About Cision:
Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. For more information, visit www.cision.com or follow @Cision on Twitter.

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[1] http://www.multivu.com/players/English/7868451-pr-newswire-outsell-earned-media-marketing/

[2] http://www.cision.com/us/resources/white-papers/2017-sotm/

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