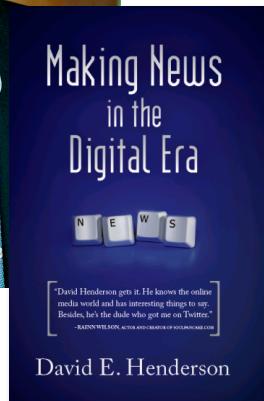
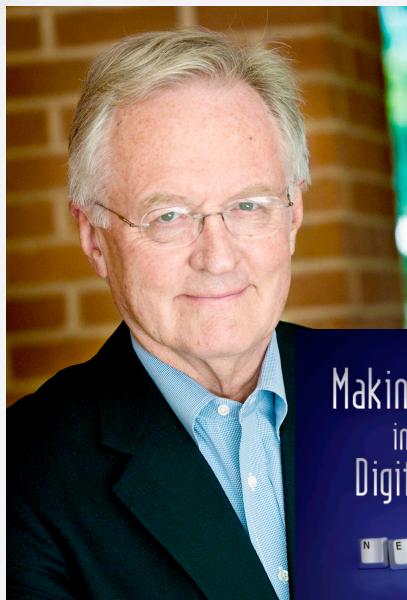


David E. Henderson

SPEAKING OVERVIEW



David E. Henderson

DAVID E. HENDERSON is an accomplished writer, communications strategist, journalist, speaker and Emmy Award-winning former CBS News correspondent.

His most recent book is *Making News in the Digital Era*, published by iUniverse/Author Solutions (ISBN 978-1440153075). The book explores new crisis and brand management opportunities in the digital revolution and helps readers to navigate and make sense of the fluid and complex online media environment. David is also author of *Making News: A Straight-Shooting Guide to Media Relations*.

As CEO of Washington-based News Strategies LLC (NewsStrategies.com), David has provided professional counsel to clients around the world on crisis communications management, online media strategies and competitive leadership challenges. He advises leaders on how to share and control news about themselves and their organizations in the Internet age, using the latest and most powerful digital online tools.

Clients include Cornell University, The Technion, BBC News, Gulfstream, Bombardier, Imperial Sugar Company, Learjet, Louisiana Seafood Board, the National 4-H Council and numerous other leading corporations and organizations. Additionally, he is an advisor and thought-leader for public relations organizations on the changing mainstream and dynamic new-media online environments in the U.S. and Europe.

Praise for David Henderson and *Making News in the Digital Era*:

"I'm a David Henderson fan because he is a rare individual who has worked both sides of the news business. As a television correspondent for many years, David knows what it takes to report the news. And as a corporate communications executive, he knows what it takes to work with journalists on a story. Added to this rare combination is the fact that David can write. A natural storyteller, he makes the ideas in "Making News in the Digital Era" come alive through interesting examples. A must read for anyone trying to figure out the new news game."

- DAVID MEERMAN SCOTT

LEADING MARKETING STRATEGIST & AUTHOR OF
WORLD WIDE RAVE AND THE NEW RULES OF MARKETING & PR

For more information on David Henderson or to schedule him to speak to your organization, contact
David@DavidHenderson.com or call 703-862-3701

A SOUGHT-AFTER SPEAKER

David regularly lectures to audiences of senior level business leaders, marketing executives, communication professionals, not-for-profit executives, association managers and students at workshops, roundtables and conferences in the U.S. and Europe, from Washington and Dallas to Ljubljana and London. He was recently asked to be a regular presenter on media and communications issues for the US State Department.

His talks are highly praised for their inclusion of clear, dynamic concepts and methods to achieve greater influence and connection with stakeholders and audiences by knowing how to credibly and influentially manage their own news.

Praise for David Henderson and *Making News in the Digital Era*:

“To be an effective leader today, you must reach the hearts and minds and keyboards and eyeballs of your consumers and employees in a way that is true, authentic and meaningful. This book details — in an easy-to-digest manner — how to do so, and to thine own self be true.”

- TED LEONISI

VICE CHAIRMAN EMERITUS OF AOL AND OWNER OF WASHINGTON CAPITALS

What sets Henderson apart from the majority of self-described “online media experts” and social media “gurus,” are precisely the things he learned before the Internet and online world existed. For 15 years he worked as a journalist, eventually becoming an Emmy-award winning CBS TV news correspondent for a decade. It was an era when the reporter’s Rolodex, notebook, and inherent curiosity were the basic tools required to “find the compelling story.” Then, accurate, balanced, timely stories were the very definition of news. The stories were forged through relationships and contacts a reporter built over time by proving himself fair, reliable and thoughtful. Today, PR and communications efforts should be no different. We are all “citizen reporters” responsible for providing truth, transparency and context, though many companies, media outlets, pr agencies and online pundits are only succeeding in making boring noise – noise that people don’t want to hear.

Rising above the noise and creating effective, memorable news stories that engage customers, partners, shareholders, and influential journalists is limited to those select companies that invest the time and resources necessary to build and implement communications as company-wide initiatives, starting with the top leaders. As billionaire CEO Mark Cuban told Henderson in an interview, “In the Internet age, executives have to learn how to shape information about themselves and their companies, or the Internet will do it for them, and it won’t be pretty.”

In his new book *Making News in the Digital Era*, and in presentations to companies, associations and other business leadership groups across America and in Europe, Henderson explores both the “whys” and the “hows” of making news in today’s age. He shows the immense possibilities and opportunities for those willing to set aside the old ways of doing things and walk forward into the digital era armed with a strategic mindset – one that embraces strong journalistic principles and the current and future technologies to make good on them.

PRESENTATIONS AND WORKSHOPS

Making News in the Digital Era: Enhancing Influence and Competitive Differentiation - It used to be “there’s no such thing as bad publicity” in the world of corporate public relations. In the not too distant past of limited media outlets, “spin” and “no comment” deflection was often enough to turn down the heat produced by a negative piece of news. Not anymore. Today, less than 140 characters about a simple customer service interaction can instantly ignite a firestorm of negative publicity. It’s crucial that a company’s communications strategy is a strategic, pro-active endeavor of actually making news – giving their publics *their* news, *their* way. Based his new book, *Making News in the Digital Era*, published by iUniverse/Author Solutions (ISBN 978-1440153075), Henderson explores the elements that make up a successful communications strategy – one that incorporates traditional styles with the new online environment in order to attract the attention and awareness of shareholders, customers, influential journalists and the general public.

Henderson addresses:

- How-to capitalize on the disintegration of traditional mainstream media, and become an influential media voice.
- Evaluating today’s crowded and noisy competitive environments.
- How to sharpen focus to achieve greater impact.
- How to be an expert with the latest powerful digital communications tools.

How to Shape and Control News and Information in the Internet Age. With today’s fragmented, scaled-down and more sensational news media, leaders and executives must learn how to shape information and news about themselves and their organizations, or the Internet will do it for them – by default – and, it will not be pretty. It will be out of control, and potentially damaging to brand image. There’s no doubt the public perception of a company, its reputation and image, can make or break a company ... in a nanosecond and globally. Managing perception – intangible and elusive – is paramount. People change their minds, their tastes, their preferences. Successful corporate image management is an on-going effort to stay happily top of mind to your valued audiences. Too often, the importance of on-going reputation management is realized only after a crisis occurs and there’s no plan in place, no media relationships to call upon, inadequate PR representations ... and, no leader the public and journalists have come to know and trust. In these all-too-common scenarios, the damage continues as company tries to implement a plan on the fly. All the while the immediacy of the online media environment moves forward at lightening speed, further gathering and spreading news about the crisis and the company at the heart of it.

There’s more to successful reputation management than simply handling crisis. It is learning the discipline and power of controlling your own news. Done effectively and using the latest digital tools, an effective news management strategy, championed by charismatic leadership – people who are credible, transparent and effective communicators – creates attention that shareholders, customers and influential journalists share with their constituencies. Organizational journalism fuels the word of mouth machine and creates online buzz.

In this talk, Henderson discusses:

- Why and how leaders need to take responsibility as the face and voice of their organizations.
- The importance of visionary messages.
- Knowing your own story on all levels – emotional, logical and analytical.
- The imperatives of consistency, truthfulness and relevancy.

Strategy First: Why Effective Communications Strategies Are *Not* About Trendy Tactics – In this talk, Henderson takes the communications and public relations industry to task for continuing to employ tired, ineffective, “old” communications practices using the new online tools. Without strategy and overarching purpose, tools and tactics create useless online clutter at best, or worse, contribute to the general public’s distrust or apathy toward corporations and other large organizations. It’s a new era that requires forward-facing strategies, a concept Henderson finds lacking in a widespread fashion.

Today’s business leaders not only need to be involved in their company’s communications strategy, they must also understand what is possible and the most effective avenues to success. They need to learn to be the credible “face” and “voice” of their organizations. Simply hiring a large PR agency or a young, inexperienced in-house blogger who purports online and social media expertise is often a waste of time, money and effort. Communications experts must be able to help a company get on the right strategic path and stay there. When tactics are embraced in the absence of quality, meaningful messages, leadership is relinquished. Good results are not found in tactics, especially in today’s online digital environment.

Some of the “new school” points Henderson makes include:

- Why press releases must die.
- How mission statements are useless.
- Why plain language is sexy and a good story has great legs.
- Enough *about* you. Talk about what your value is to them.

Praise for David Henderson and *Making News in the Digital Era*:
“Among the attributes of leadership, the ability to communicate clearly has never been more important than it is today. If you want to become a more effective communicator, David Henderson has the experience and the skills to help.”

- DAN RATHER
REKNOWNED NEWS ANCHOR AND JOURNALIST

SPEAKING AND PROFESSIONAL ADVISORY ENDORSEMENTS

“David Henderson gets it. He knows the online media world and has interesting things to say. Besides, he’s the dude who got me on Twitter.”

- RAINN WILSON, STAR OF NBC’S “THE OFFICE” AND CREATOR OF SOULPANCAKE.COM

“David Henderson shares insight and real-life examples to help executives get media attention and communicate the vision of their organizations. Most PR ‘experts’ do it one way. David’s techniques are different and get results.”

- GARY SHAPIRO, CEO, CONSUMER ELECTRONICS ASSOCIATION AND CONSUMER ELECTRONICS SHOW

“David is an inspiring, enlightened and entertaining speaker who brings timely and interesting issues alive about how we communicate in today's more connected and online world. His talks bring great practical insight and value for our conferences of young professionals from around the world.”

- RUHA REYHANI, FOUNDER, CHANGING TIMES CONFERENCES, CZECH REPUBLIC

“David Henderson knows what we journalists know: the more that news and information saturate our society, the more savvy and discriminating the media and their audiences become. An executive wanting to communicate effectively must be honest and real. David’s got the skill, the experience, and the instincts to help you find your authentic voice.”

- LISA MULLINS, ANCHOR, BBC “THE WORLD”

“David's a true expert when it comes to explaining the nuance of evolving communication styles and methods in today's expanding online world. An inspiring speaker, he makes timely issues come alive. Most important, he delivers great practical advice and counsel.”

- DON BATES, FOUNDING DIRECTOR, THE GRADUATE SCHOOL OF POLITICAL MANAGEMENT, THE GEORGE WASHINGTON UNIVERSITY

“David's style is the perfect blend of information and delivery -- I find myself actively listening and learning while being entertained. His insight into the increasingly connected and online world helps me in my day-to-day job as well as providing a clearer perspective on the bigger communications picture. Through his speeches and books, David has become my virtual professor.”

- DAVID MCKINNEY, SENIOR MANAGER, SHELL OIL CORPORATE COMMUNICATIONS, HOUSTON, TX

“I especially appreciate that David brings a great depth of understanding and experience to the audience, and he can present in an inspiring, enlightened and entertaining way. He brings clarity to relevant and important issues ... about how we communicate in today's more connected and online world.”

- JOHN GERSTNER, PRESIDENT, COMMUNITELLIGENCE CONFERENCES INC.

RECENT SPEAKING ENGAGEMENTS

Changing Times Business Conference, Czech Republic
IABC, Washington, D.C.
Environmental Protection Agency Annual Communications Conference, Alexandria, VA
IABC Silver Quill Awards, Houston (twice)
The Library Corporation Conference, Washington, DC
Communitelligence Communications Summit, Washington, D.C.
International Association of Women Judges, Washington, DC
European Brand Journalism Summit, Prague
The International Conferences on Communication Practice in Slovenia and Croatia
The George Washington University Schools of Law and Communications
The Graduate School of Political Management, George Washington University
The University of Virginia
The University of Rochester
Simon Graduate School of Business, University of Rochester
National 4-H Youth Leaders Conference, nationwide
Bulldog Reporter Communications Summit, Washington, DC

To learn more about David Henderson or to read his blog, visit
www.DavidHenderson.com

You can also follow him on Twitter:
@davidhenderson

Interested in David speaking to your organization?
David@DavidHenderson.com or call 703-862-3701