

Media LINK - Horizon Scanning



Associates
International
A SEACOR Company

The Truth is Out There....well, perhaps not necessarily the truth, more how it is reported. And that is what Horizon Scanning is about. As one leading international businessman has put, there is now no hiding place.

It is all about the CNN effect; the era of 24/7 rolling news; of media savvy NGOs and the seemingly unstoppable rise of the web with blogs, chat rooms and social media. It is even more vital now with the explosion in outlets for your organisation to know what is being said about you, both locally and internationally.

MediaLINK will help you to build the Horizon Scanning capability of your organisation. Horizon Scanning exercises will help you to identify, prioritise and face up to situations before they escalate into potentially damaging issues.



Using case studies allied to your own experience you will see how what starts out as just some "noise" a long way away can get close very quickly; close enough to produce damaging headlines or a weblog campaign against you before you become aware of the risk.

Horizon Scanning is about using a telephoto lens whilst other organisations are relying on a wide angle view, seeing only what is in the immediate vicinity.

MEDIALINK: HELPING YOUR COMPANY PREVENT A DRAMA TURNING INTO A CRISIS

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