



Benefits of Comms Executive Briefings

There has never been as much information and content around us as there is today. As a result of this information overload, management teams and decision-makers are finding it increasingly difficult to react and deal with strategic news.

As brand news, competitors, partners and customers flow in on a daily basis, the flow can easily start to feel like a roar. But amongst these thousands of articles is crucial content that a management team can't afford to miss to keep their competitors at bay. One solution to this challenge is Cision Executive Briefings – here are four reasons why:

We do the research work you wish you could do

Our analysts work around the clock, 24/7 and can compile all relevant information about you and your industry in real time – just as you would if you had time. Thanks to our global strength, we can offer the delivery of news summaries translated from several different languages on your decision-makers' table directly in the morning.

We filter the content according to relevance in order for you to make motivated decisions

We produce briefings for many businesses of varying sizes in different industries. With that in mind, we can concentrate the news feed on what actually makes a difference to your organisation's day-to-day operations, and also what affects the future. Unlike solutions with automated streams of articles, our analysts produce manual, tailored summaries along with links to the news that is relevant to you. These are put together in a

brief that is not only easily accessible and transparent, but filled with insights that give you the right tools to make proactive and motivated decisions.

Our Brief is vibrant, flexible and comes in many formats

No company is the same, and the same premise applies to our briefings. Together with you, we work out a set-up that matches your preferences – an arrangement that is constantly being developed in collaboration with you to reflect your priorities and needs. The brief has online accessibility and searchability, a microsite linked to each report, mobile customisation, and it can be consumed via both writing and speech – perfect in the car on the morning commute.

Written by humans, for people

Because the summaries are manually written by our analysts and not autogenerated from a machine, we can control what is included (information relevancy and sensitivity) and the audience customisation depending on who is reading the brief. We have specialised teams for different industries that offer the breadth and precision needed to get ahead of your competitors.



Dog or cookie?

Human interpretation lets us see the difference that machine AI can't, and can be crucial to understanding the correct insights for your business.

Want to know more about what we can do to give your business decision-making insights on a regular basis?