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RAGAN VIRTUAL WORKSHOP:

# Brand Journalism: Take charge of your own story



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# WELCOME

RAGAN VIRTUAL WORKSHOP:

# Brand Journalism: Take charge of your own story

## Upcoming Events

Ragan's Internal Communications & Culture Next Practices Conference  
October 13 and 14, 2021

Ragan's Future of Communications Conference  
November 17, 2021

Visit [Ragan.com](https://www.ragan.com) for more information.

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## Upcoming Awards

Employee Communications Awards  
Late Deadline Friday, September 24

Top Women in Global Communications Awards  
Deadline, Friday October 22

Visit [Ragan.com/awards](https://Ragan.com/awards) for more information.

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Ragan's  
**Workplace Wellness**  
————— Insider —————

**Subscribe Now**

Visit <https://raganwellness.com/> for more information.

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An indispensable membership exclusive to senior-level communicators.  
Best-practices sharing, networking, team training.

Learn more at [commscouncil.ragan.com](https://commscouncil.ragan.com) or contact  
Shallonb@ragan.com.

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Ragan's new Crisis Leadership Network is the resource you need before, during and post-crisis.

Become a member today at <https://www.ragan.com/crisis-leadership-network> or contact [Shallonb@ragan.com](mailto:Shallonb@ragan.com).

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1:05-1:25 p.m.

Making the Case for Brand Journalism



**Jim Ylisela**

Co-Founder and Senior Partner

**Ragan Consulting Group**

@jpyjr



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1:25-1:50 p.m.

Your Brandjo Checklist



**Jim Ylisela**

Co-Founder and Senior Partner

**Ragan Consulting Group**

@jpyjr

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2-2:30 p.m.

CASE STUDY

The Statement



**Sue Hermann**

Director of Corporate  
Communications  
**BOK Financial**



**Megan Ryan**

Sr. Strategic Content Manager  
**BOK Financial**

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2:30-3:10 p.m.

Let's get Cracking



**Jim Ylisela**

Co-Founder and Senior Partner

**Ragan Consulting Group**

@jpyjr

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3:10-3:30 p.m.

PANEL

What's Next?



**Sue Hermann**  
Director of Corporate  
Communications  
**BOK Financial**



**Megan Ryan**  
Sr. Strategic Content Manager  
**BOK Financial**



**Jim Ylisela**  
Co-Founder and Senior Partner  
**Ragan Consulting Group**  
@jpyjr

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Thank You