





**Understand the Powerful Impact of Trusted Voices**

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### What is a Trusted Voice?



- Definition of a Trusted Voice
- What does it mean to be a Trusted Voice?
- Understanding the powerful impact of a Trusted Voice
- Trusted Voices in Publication Planning
- The significant impact Trusted Voices can have on an industry

### The Benefits of Being a Trusted Voice




- The Ability to Influence
- Additional Business Opportunities
- Creating a Reputation
- Ability to Influence
  - Media
  - Members
  - Associates








### Accomplishing Trusted Voice Status



- Consistency
- Modeling Good Behavior
- Be Proactive
- Transparency

### Challenges and Responsibilities



- Use your platform responsibly
- Looking out for all interested stakeholders
- Potential to influence
- A large responsibility





