

Jim VandeHei & Mike Allen

Co-Founders of AXIOS and POLITICO | New Media Speaking Duo

Axios Briefings on Today's Issues. Connect with your members, customers, or board in real-time and interact with some of today's foremost experts. If you're looking to relay the most up-to-date information to an audience, Axios co-founders Jim VandeHei and Mike Allen deliver live briefings on the new workplace after the age of coronavirus, the political climate, and today's top issues. Choose one of the following sessions:

- **Political Briefing with Jim and Mike:** A behind-the-scenes analysis of what's going on in Washington and the important issues shaping our world.
- **"War for Attention" Briefing with Jim and Mike:** Strategies to communicate your culture, mission, and other key messages — internally and externally — in the social, mobile, disruptive age.

Smart Brevity: The Power of Saying More with Less. One of the key components to Axios quickly becoming a powerhouse media company is "Smart Brevity," the transformative approach for punching through the noise to get people to pay attention to what matters most in your message. In this talk, Axios co-founders Jim VandeHei and Mike Allen share powerful communications lessons from their decades of experience in media, business, and communications, while providing the essential outline for how Smart Brevity can be implemented into any message in a concise and visual format to elevate its impact.

Hear it First: Political Issues of the Day. With an eye on the latest breaking news, Jim VandeHei and Mike Allen share fascinating, non-partisan, behind-the-scenes analysis of what's going on in Washington. What issues will confront both parties? What impact has the current Administration had on the business community, and how will it continue to influence markets and organizations? How well does the President navigate the daily changing landscape—around the world and at home? With high-energy, candor, and humorous anecdotes, VandeHei and Allen evaluate the current political landscape with their signature style for those who need to be 'in-the-know' about politics.

Winning the War for Attention. In an age of communications chaos, Jim VandeHei and Mike Allen — co-founders first of Politico, now of Axios and stars on Axios on HBO — have tales and tips from their success in creating and scaling two disruptive businesses in this hyper-competitive environment.

- They bring with them fascinating insider stories from interviewing President Trump, Elon Musk, Tim Cook and many more.
- Axios CEO Jim VandeHei and executive editor Mike Allen are bursting with real-world ideas for engaging millennials, building modern business cultures and cutting through the social media noise.
- They unpack the keys to developing and articulating an organization's higher purpose, and show how crystal-clear one-to-many communication can improve recruiting, retention, morale — and the bottom line.