

Mike Allen

Co-founder and Executive Editor of Axios, Former POLITICO Chief White House Correspondent

Hear it First: Political Issues of the Day & The 2020 Election. With an eye on the latest breaking news, Mike Allen shares fascinating, non-partisan, behind-the-scenes analysis of what's going on in Washington. What issues will confront both parties as they look to the 2020 general election? What impact have Trump's first years in office had on the business community, and how will his Administration continue to influence markets and organizations? How well does President Trump navigate the daily changing landscape—around the world and at home? With high-energy, candor, and humorous anecdotes, Allen evaluates the current political landscape with his 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.

Fake News, Social Media Madness, and the Mobile Revolution. How people consume and disseminate information is changing at an unfathomably quick pace- disrupting business, politics, the economy and culture. Understanding these trends is essential to navigating life, growth and innovation. Mike Allen and Jim VandeHei, two media entrepreneurs, bring frontline expertise in understanding and mastering the new media ecosystem. Vanity Fair called them two of the most powerful thinkers in the Information Age, after creating Politico and now starting Axios, a new media company specializing in political, business and tech trends. They provide vital insights into traditional, digital and social media and offer invaluable lessons for rethinking how you communicate and win in the new media world.

Building a Business in an Uncertain Environment. When *POLITICO* was formed in 2006, it focused on creating a new and better way for readers to digest their daily news. While many saw publishing as a risky, dying industry, Allen saw opportunity. Aiming to “drive the conversation” (rather than simply reporting the news), he disrupted the industry with a little bit of innovation and a fresh idea. He combined his unique perspective with a smart use of technology to reach the nation's top decision-makers and political influencers, and as a result grew the publication into the powerhouse it is today and became a staple in the Washington political scene. In presentations, he blends his signature *Playbook* style with his high energy and humor to share what leaders need to know about building a business in a challenging market and economy.