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Influence in the Digital Age

Sr. Emile E. Issa

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If we understand the mechanism and motives of the group mind, it is now possible to control and regiment the masses according to our will without them knowing it.

— Edward Bernays —

A- The Noble Art of Influence:

- Historic Context
- Ads to PR
- Storytelling
- Emotional Factor
- Psychology





In preparing for battle, I have always found that plans are useless but planning is indispensable.

(Dwight D. Eisenhower)

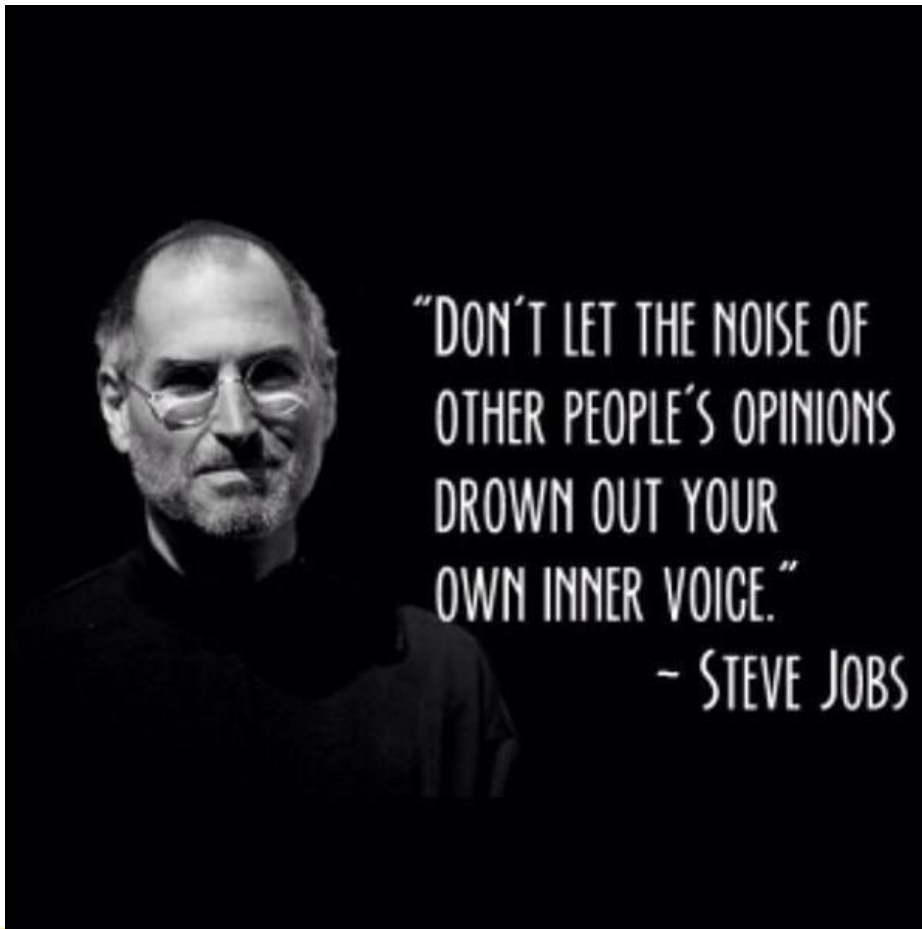
B- Strategy & Tactic:

-What is the Difference ?

-Importance of Vision & Objectives

-Preparation Agility & Adaptation





- C- Crafting the Story:**
- SWOT Analysis
 - Perceived Image vs Chosen Image
 - Stake Holder Mapping
 - Purpose & Promise
 - Choice of Tone





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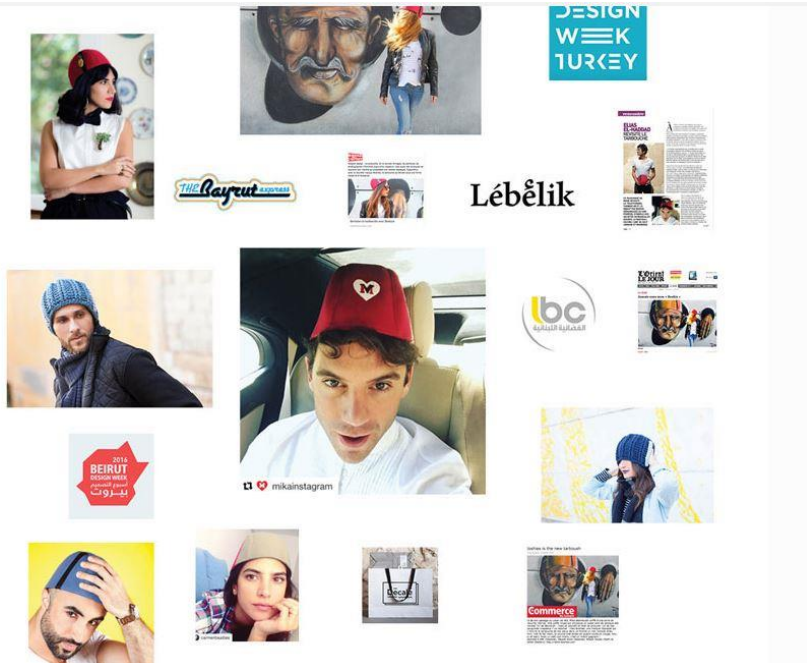



D- Sharing the Message:

-Native vs Echo

-Creating a Loop:

Traditional
+
Digital Media





Create your own visual style... let it be unique for yourself and yet identifiable for others.

(Orson Welles)

izquotes.com

E- Building Momentum:

- Know Audience
- Create Expectation
- Set Rhythm & Adapt





The secret of crisis management is not good vs. bad, it's preventing the bad from getting worse.

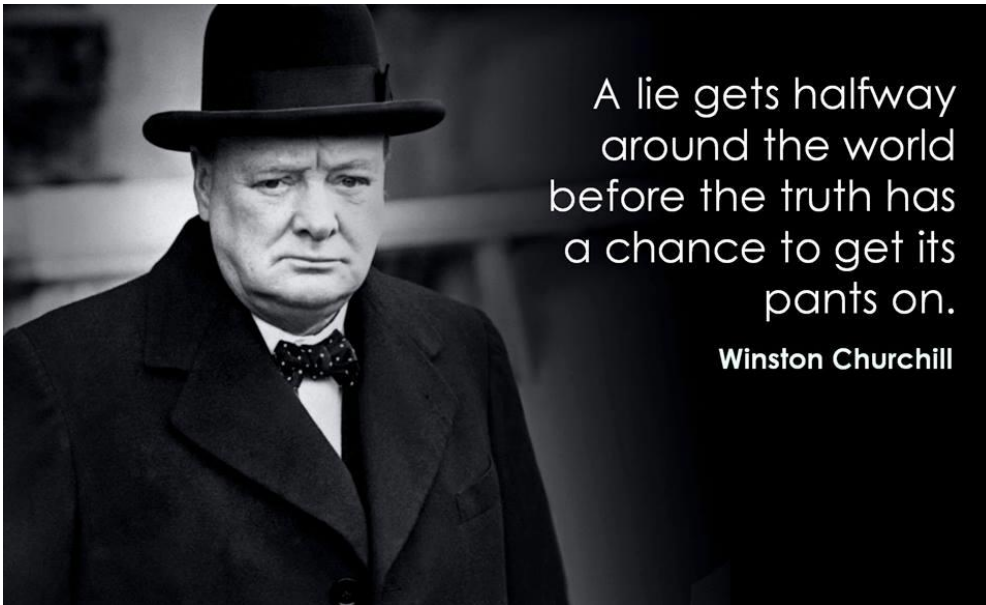
Andy Gilman



F- Crisis Communication:

- When to Speak ?
- Taking back the Media territory
- Comm Elements
- Choice of Speaker
- Power of Silence





A lie gets halfway
around the world
before the truth has
a chance to get its
pants on.

Winston Churchill

G- Measuring Success:

-What is Successful
Digital
Communication ?

- What it isn't





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emile issa
communication consultant

KAMSYN



Strategic Communication & PR

Sr. Emile Issa

Cruz de Oficial de la Orden del Mérito Civil

Lebanon - Baabda
11th Amine Helou Str.
T: +961 5 924 634
M: +961 3 335 058

Spain - Marbella
Coral Beach
T: +34 952 775 000
emile@emileissa.com

