

# JAM SESSIONS

Each of our highly interactive Jam Sessions are built to spark change, sharpen leadership, and move your corporate communications into its next chapter. Whether you're evolving your team, strategy, or mindset, these sessions are built to help you and your team get unstuck and move forward.

Every session is grounded in the realities of corpcomms today and shaped by decades of experience in what works (and what doesn't). We meet you where you are, whether that's an era of realignment, time for a recharge, or reinvention entirely.

These are not passive webinars or another "inspo" download. Jam Sessions are collaborative, immersive, and designed to leave your team energized with practical ideas you can act on right away



### **JAM SESSION 1:**

## **WAYS OF WORKING**

This workshop helps corpcomms teams rethink how they work alongside each other, with partners, and throughout the organization. We'll unpack workflows, intake processes, tools, priorities, and boundaries, all in service of designing a function that's not just efficient, but respected. If your team is too reactive, too stretched, or stuck in the weeds, this is your reset.

### **JAM SESSION 2:**

## **ROLES & CAREER PATHING**

What is corpcomms today? And where are you in that evolution? In this workshop, we explore how the function is shifting and how to position yourself and your team to grow with it. We'll dive into channel strategy, content alignment, stakeholder influence, HR collaboration, and the modern skill set required to thrive. Spoiler: it's more than messaging. It's a mindset.

### **JAM SESSION 3:**

## **UPSKILLING & FUTURE PROOFING**

You can't lead others if you're not investing in yourself (or your team). This session is for communicators looking to grow into leadership – and for those already there who want to lead with greater purpose. We'll explore emotional intelligence, executive presence, coaching, and how to stay ahead of what's coming. Because the best leaders don't just react. They anticipate.

### **JAM SESSION 4:**

## **CREATIVITY FOR INTERNAL COMMS**

Your employees deserve creative comms just as much as your customers do. So, give it to them! In this hands-on workshop, we help corpcomms pros at all levels reignite their creative confidence and build ideas that connect. Learn how to generate fresh thinking, tap into your team's creative potential, and bring more energy and innovation into the everyday.

### **JAM SESSION 5:**

## **MESSAGES THAT LAND**

In this session, we'll show your corpcomms team how to cut the fluff, ditch the jargon, and communicate in a real, relevant, and refreshingly human way. You'll explore how to use storytelling as a strategic tool to reinforce culture/brand, boost engagement, and drive alignment across all your channels, internal and external. We'll unpack trends worth trying, the Smart Brevity method, and how to make every message an opportunity to connect.

Arketi Group is building a next-generation B2B agency platform that helps business-to-business technology organizations generate revenue and accelerate growth through integrated marketplace and workplace communications. Our capabilities span digital marketing and demand generation, public relations, messaging, branding, culture alignment, employee engagement, and change management.

### **JUST BEGIN. THE REST IS EASY!**

Contact Arketi Inside's Managing Director, Jason Anthoine, at [janthoine@arketi.com](mailto:janthoine@arketi.com) or 478.719.9990 to explore how Arketi Inside can help you build a stronger culture in the workplace for stronger results in the marketplace.

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**WHERE  
MARKETING  
GENERATES REVENUE**