



PRESS RELEASE

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Leadership Cayman Members Learn the Ins and Outs of Media

The first seminar of the 2016 Leadership Cayman (LC) programme took place at the Chamber of Commerce on February 3, 2016. The seminar entitled “Media in Our Community” was organised and moderated by LC programme coordinator **Ms. Trisha Meyerhoff**.

A tour of Radio Cayman kicked-off the seminar followed by a delightful dinner catered by **The Hungry Horse** at the Chamber. The purpose of this seminar was to learn how various media operate and the influence they have on both the business community and our personal lives. It also aimed at discussing how the media could enhance the socio-economic well-being of the community.

The organising committee decided to invite a diverse group of panellists representing online media, print and television. The invited guests for the evening were **Ms. April Cummings**, Owner, Cayman Spaces; **Ms. Tammi Sulliman**, News Director, Cayman 27; and **Mr. Alan Markoff**, Journalist, Pinnacle Media. After Ms. Meyerhoff introduced the panellists for the evening, the group split into three breakout sessions where class members had the opportunity to speak openly with each of the three seminar panellists. This was very interactive and the discussions focused on three main themes: Freedom of Information, Freedom of the press, and the impact of social media on the dissemination of news. Class members were also afforded a better understanding of the opportunities and challenges that each of the representative stakeholders in the media industry encounter.

Upcoming seminars in the 2016 Leadership Cayman programme will focus on the Financial Services and Education & Workforce Development. The programme could not survive without committed sponsors and the Chamber of Commerce and the LC Planning Committee acknowledges a major sponsor this year: **Dart Enterprises Ltd**. Seminar sponsors confirmed to date are **Cayman First Insurance, Cayman National Bank, Deloitte, Endless Energy, and Greenlight RE**. The Chamber is actively seeking sponsorships for the seminars in 2016 and persons or organizations interested in becoming a sponsor for the Leadership Cayman programme are encouraged to contact admin@caymanchamber.ky or visit www.leadershipcayman.ky for further details.

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