KEYNOTE

Signaling Authority in the AI Era Media Messaging & POV Frameworks What Actually Cuts Through in 2026

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Victoria Kirk

FOUNDER
VERIFIED COMMUNICATIONS

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Signalling Authority

In the AI Era

Media, Messaging & Authority Frameworks

Victoria Kirk
Verified Communications
Media and Reputation Solutions

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AI search: the new normal

Half of consumers intentionally use AI search.

By 2028, 75% of Google searches will include AI-generated summaries.

In two years, about $750 billion USD will come from AI search.



Source: McKinsey

The AI Content Flood

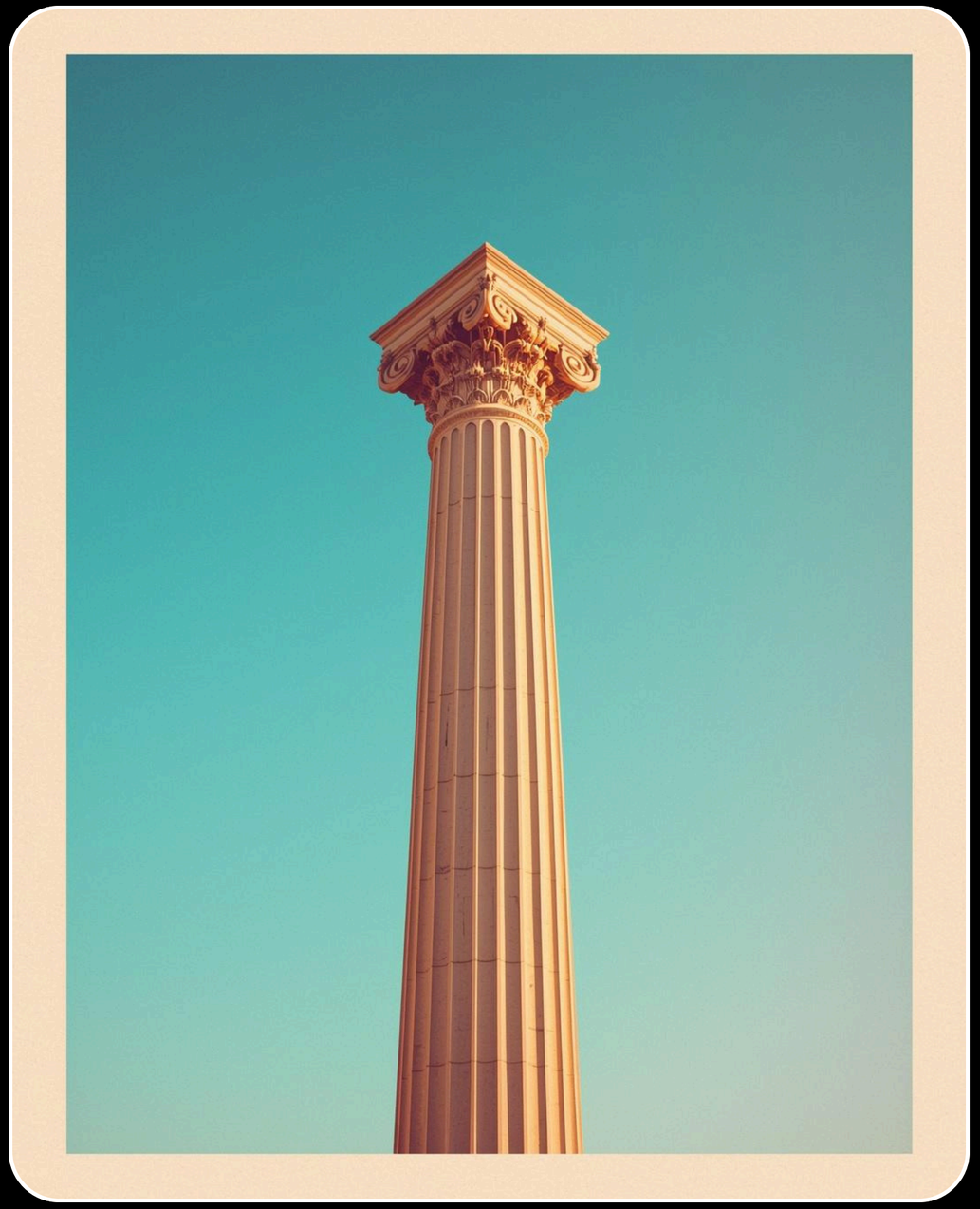
94% of marketers use AI tools.

Volume is no longer the differentiator.

Being human is.



AI evaluates authority like humans.



AI Doesn’t Rank. It Selects.

Relevance

- User intent
- Context

Structure

- Rewards clear, well-structured information

Authority

- Inferred by credibility and consistency

The Trust Deficit

Trust across institutions ↓

Increased reliance on known sources ↑

Fragmented information ecosystems



Source: Edelman Trust Index

Building Authority in the AI Era

The System

Clear enough for humans

Structured enough for AI

Distinctive point of view



Third-Party Signals for Authority



Media Coverage

Strategic Partnerships

Industry Stages

Recognized Achievement

The Power of Thought Leadership

Trust

61% of consumers trust thought leadership content over marketing materials.

Evaluation

64% of B2B buyers rely on expert-led content to evaluate companies.

Credibility

60% of decision-makers agree effective thought leadership enhances credibility.

Sources: Forbes, 2025 Study Reveals AI Search Surpasses SEO in How B2B Buyers Find Content | Edelman-LinkedIn B2B Thought Leadership Impact Study | Harvard Business Review

If AI can’t understand you, it can’t surface you.

The Messaging Stack

Context

Why this matters now.

Action

What we do differently.

Vision

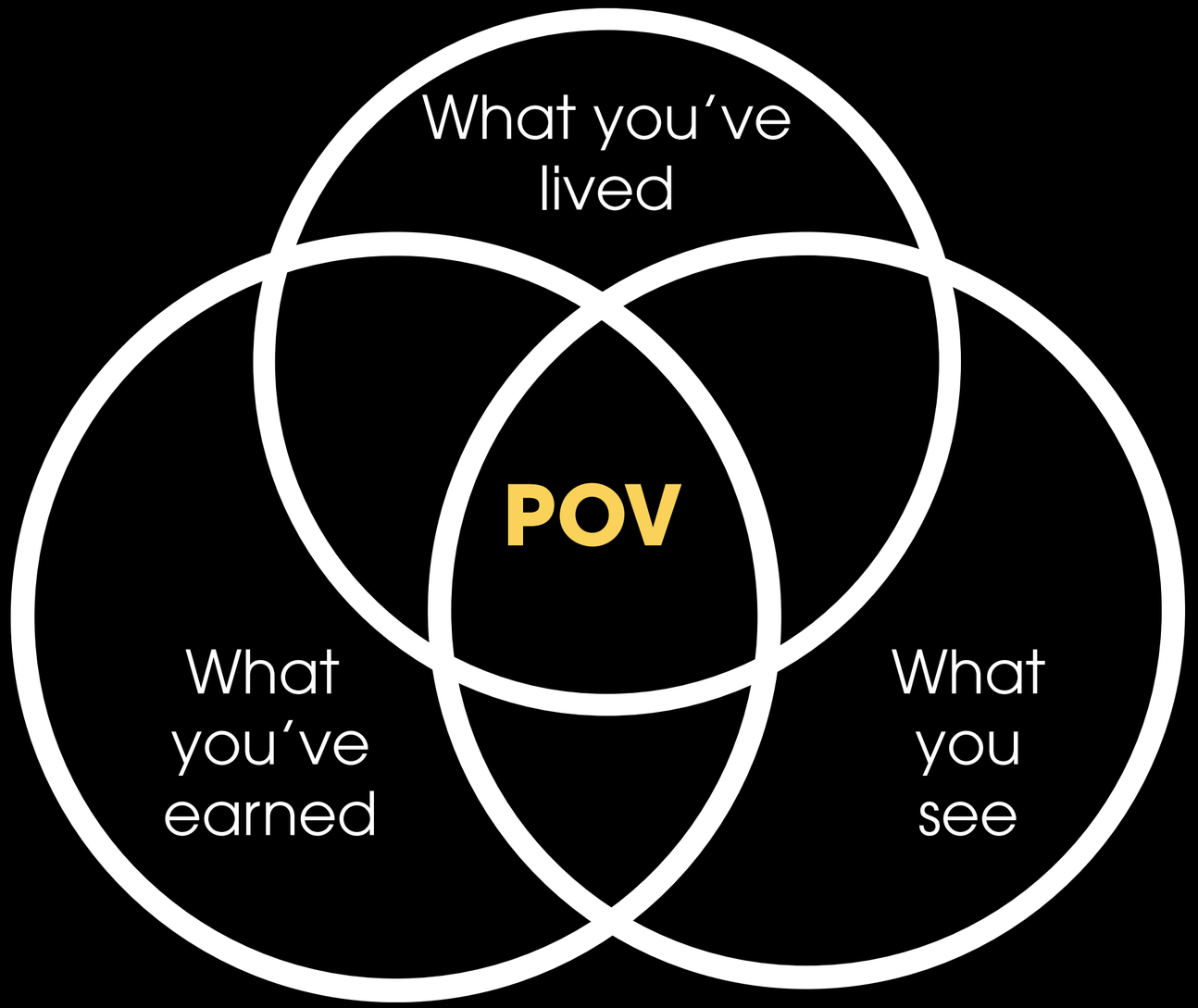
Where we're going.

Rooted in the problem you solve uniquely.

POV = THE COMPETITIVE ADVANTAGE

Not more content.

Not louder content.

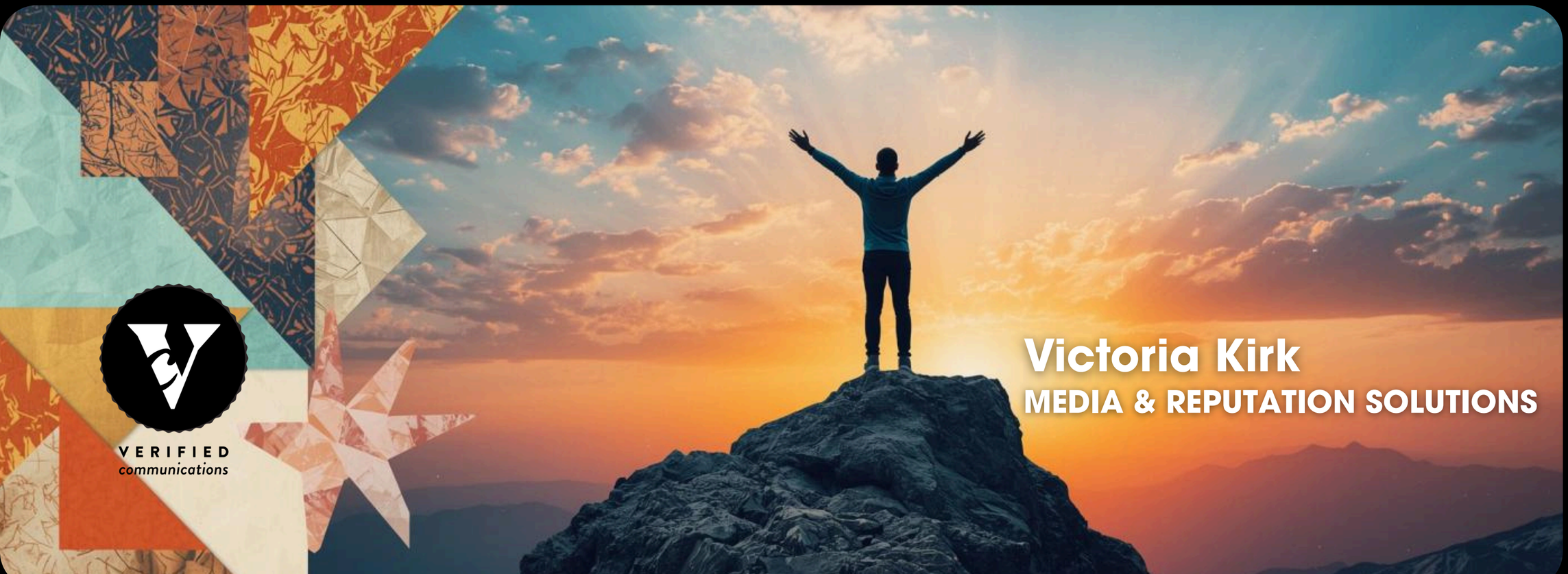


The Authority Formula

- **Positioning**
- **Messaging**
- **POV**
- **Proof Signals**
- **Platform Alignment**
- **Repetition**

You don’t need permission to be chosen.

You need signals.




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