



# Helping editorial, PR and comms teams use AI wisely, without the nonsense

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Founded by national financial journalist Harriet Meyer

**1000+**

Professionals trained

**40+**

Media & comms teams

**20+**

Years' experience as a national financial journalist

# About Harriet Meyer

**I advise editorial, PR and comms teams on how to use AI wisely, without sacrificing the trust and judgement their work depends on.**

With over 20 years' experience as an award-winning financial journalist working for The Telegraph, The Times, The Guardian, The Observer and the BBC, among many other national brands, I understand your world. I've lived the deadlines, the pressure, and the exacting editorial standards.



I founded AI for Media in 2024 to help media teams use this tech in ways that protect their integrity and fit the reality of their work.

**The  
Guardian**

**THE TIMES  
THE SUNDAY TIMES**

**The Observer**

  
**THE TIMES**

**B B C**

## Who I work with

Editorial, PR and comms teams across Europe, from national newsrooms and smaller publishers to financial services teams. Many of the in-house press offices and agencies I work with already knew and trusted me as a journalist.

I've extensive experience helping a wide range of teams adopt AI in a way that fits how they work.

In 2025, I was featured by LinkedIn News Europe as one of 12 AI voices to follow in Europe. I also wrote the Observer's 'Human Intelligence' series. I've spoken at numerous industry events over the past few years, from major conferences to events for the British Society of Magazine Editors and The Bookseller. I chaired the 2026 NextGen stage at The AI Summit London.

# Approach

**Practical. Zero jargon. Focused on the right mindset and strategy you need to work with AI effectively.**

AI is moving ridiculously fast, but teams that rush in without a plan risk errors and reputational damage. My approach is designed to build responsible, confident use across your workflows:



## BESPOKE

There's nothing generic about the approach. I build around your team's specific workflows to solve your actual challenges.



## PRACTICAL FRAMEWORKS

Your team builds repeatable workflows they can rely on, not one-off experiments.



## SAFETY & ETHICS

Clear privacy, disclosure, and bias checks, so you can innovate without risking trust or compliance issues.



# The starting point

AI adoption isn't a one-off. The best results come from giving your team time to put what they learn into practice, then building on it. Here are three ways to start:

## Two-session AI intensive

A focused way in with two bespoke, practical 2-hour sessions, spaced across up to three months, so your team can apply what they've learned, then come back and build on it.

FROM  
**£5,500**  
+ VAT

## Full-day AI workshop

A full day, fully tailored to your team's real workflows and content. Run it with one team across the day, or split it with one team in the morning and another in the afternoon.

FROM  
**£6,500**  
+ VAT

## AI adoption programme

### For teams ready to make AI part of everyday work.

Four two-hour sessions across 12 months, with dates agreed up front. Each session builds on the last for real change, including what's working, your specific challenges, and what to tackle next.

FROM  
**£10,000**  
+ VAT

## THE FACTS

### Group size

Up to 10. Larger groups priced on request.

### Where

In person - London, the UK and Europe. Travel outside of London is extra. Virtual also available.

### Discovery call

Free, 30 minutes, no obligation.

# Beyond the first step

## Options for teams I've already worked with:

### AI clinics

**A monthly clinic day for busy teams.**

We open with a short all-hands briefing on what's changed. This is followed by a series of bookable 45-minute slots where teams can bring their own workflows and we refine them together.

FROM  
**£3,000**  
+ VAT PER DAY

### Leadership briefings

**One-to-one sessions for senior leaders.**

60 minutes, in person or online.

FROM  
**£650**  
+ VAT PER HOUR

### Ongoing partnership

**An experienced, independent AI adviser on hand as your needs change.**

Regular clinic days, support for your internal AI lead and short briefings when tool changes affect your work.

*Minimum three months.*

**Priced on  
request**

# Keynotes, talks and lunch and learns

From a conference keynote to a 60-minute lunch and learn, I provide real examples, practical frameworks and a clear-eyed take on what AI means for media and financial services.



## Keynotes and conference talks

Panels and chairing also available. Travel and accommodation outside London extra cost.

FROM  
**£2,500**  
+ VAT

## Team talks and lunch and learns

60-90 minutes on one topic, plus Q&A, in person or online.

FROM  
**£1,000**  
+ VAT

## SIGNATURE TALKS

**How to use AI without outsourcing your brain**

**What can we trust when everything looks believable?**

**Five strategies for using AI responsibly**

**What it really takes to make AI work for your team**

*"Thought-provoking, insightful and useful. That's exactly what we wanted to provide: events that make you better at what you do. Take a bow, Harriet!"*

Dan Green · Chairman, British Society of Magazine Editors

▶ Watch my showreel

# What clients say

“

**Harriet devised and led a superb workshop for FT Specialist’s journalists. She delineated what the latest AI tools mean for reporters and production teams, and presented a clear, practical approach to exploiting them to buy time and become a more effective researcher and writer.**

**Adrian Barrick**

Editorial Director, FT Specialist

Harriet worked closely with us to create a practical, relevant and interactive session that received resounding positive feedback across the board. Couldn’t recommend her enough!

**Alexandre Rizos**

Head of External Communications, AXA XL

Harriet translates AI into something accessible, practical and exciting. We can’t wait to work with her again!

**Roxanne Fisher**

Director of Digital and AI Content Strategy, Immediate Media

The training was really practical, evidenced by the veritable explosion in agent development just a week on from the session.

**Ellie Jackson**

Chief Client Strategy Officer, Aspectus

We wanted practical, hands-on training to help us move from individual experimentation to team transformation. Harriet delivered actionable use cases, immediate quick wins and tailored insight designed for where we are as a team.

**Abigail Whittaker**

Chief of Staff, Funding Circle

Harriet shifted how our whole team thinks about AI... my boss messaged me to say we need to get Harriet back for an update in six months.

**Tom Howard**

Head of Editorial, RHS

A tailored, hands-on AI agents session that struck the perfect balance between thoughtful and engaging. We came away with clear ideas, tips and resources.

**Emma Fairhurst**

Media Relations, Lloyds

# What clients say

“

**There's so much noise around AI but so few experts who can help agencies master the practical realities. Harriet has the newsroom smarts mixed with an understanding of PR, allowing her to cut through the nonsense and transform people's thinking. I fully recommend her to agencies looking to scale AI implementation in a considered way.**

**Jonathan Welsh**

B2B Business Director, Tangerine Communications

We covered so much in the time and everyone took new hints, tips and insights from the session that we can use every day.

**Nicki Parry**

PR Manager, Royal London

If you or your team are hesitant about how best to deploy AI in your workplace, set up a call with Harriet and she will guide you through the best approach for you and your needs.

**Esther Armstrong**

Director, Alpha Agency

We gained practical, actionable insights into using AI effectively, and a much clearer sense of how AI models can enhance our PR work.

**Sam Emery**

Managing Director, Quill PR

A fun, fascinating and eye-opening AI session. So much advice on how we, as journalists, can use it as a tool, while alert to its strengths and its weaknesses.

**Philippa Cherryson**

Senior Digital Editor, Saga Magazine

I can't recommend Harriet enough if you're looking to upskill your team in AI.

**Lara Gould**

Managing Director, Goldbug

Her understanding of PR and journalism meant the sessions were really tailored and personalised and she really understood what we wanted to achieve. Would definitely recommend to others in PR!

**Robyn Margetts**

Managing Director, Seven Consultancy

# How I work

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## What happens after you get in touch:

- 1 Discovery call:** A free 30-minute conversation about your team, your goals and what's getting in the way.
- 2 Proposal:** The format I'd recommend, what's included and your options.
- 3 Tailoring:** You share examples of your specific content and workflows, and I build the sessions around them.
- 4 Delivery and follow-up:** Hands-on sessions, bespoke resources and next steps.

## Let's talk

Book a call to talk about your team and what you're trying to solve.

[Book a discovery call](#)

Or email [harriet@aiformedia.io](mailto:harriet@aiformedia.io)