

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

Founded by award-winning financial journalist Harriet Meyer

800+

Professionals trained

35+

Media & comms
teams

20+

years' experience in
journalism

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About Harriet Meyer

I train and 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 national financial journalist working for The Daily Telegraph, The Times, The Guardian and The Observer, among many other publications, 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, from in-house newsrooms and smaller publishers to communications teams in regulated sectors like financial services.

I've delivered training across Europe for global comms agencies, financial services firms and some of the biggest newsrooms.

Featured by LinkedIn News Europe as one of 12 AI voices to follow in Europe. I've chaired the NextGen stage at The AI Summit London and spoken at numerous events for organisations such as the British Society of Magazine Editors, The Bookseller and PRmoment.

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 training is designed to build responsible, confident use across your workflows:



BESPOKE

I don't deliver generic training. I base training on your team's specific workflows to solve your actual challenges.



PRACTICAL FRAMEWORKS

Your team builds repeatable workflows, not one-off experiments.



SAFETY & ETHICS

We prioritise privacy, disclosure, and bias checks, ensuring you can innovate without risking trust or compliance.



Bespoke workshops

Bespoke, hands-on, workflow-based training built around your team’s real content and live client examples.

DURATION	GROUP SIZE	ONLINE	IN-PERSON
Half-day (3 hours)	Up to 12	£3,250	£3,500
Half-day (3 hours)	13–20	£3,750	£3,950
Full-day (6 hours)	Up to 12	£5,000	£5,250
Full-day (6 hours)	13–20	£5,750	£5,950

What’s included

Tailored session design, live demos using your workflows, a resource pack.
Recordings for internal use may be provided subject to contract.
Workshops can be split across several sessions if needed.

Not sure which format fits? [Let’s talk it through on a discovery call.](#)

Learning series

For sustained behaviour change, not just a one-off session.

4-Week Programme

GROUP SIZE: UP TO 12

Four 1-hour sessions (or two 2-hour sessions) with practice exercises between modules. Includes tailored resources and group review of real examples.

Investment: £4,500

Multi-Cohort Rollout

GROUP SIZE: 3 GROUPS OF UP TO 12

Three separate 4-week programmes for different skill levels (Introductory / Intermediate / Advanced). Ideal for phased upskilling across departments.

Investment: £13,500

Why this format works: spaced learning with practice time between sessions means your team gradually embeds new habits for consistent, confident AI use, rather than forgetting it all a week later.

Strategic support

For senior leaders and comms directors seeking strategic guidance or an ongoing partnership.

Power Hour

1:1 MENTORING

Private, strategic guidance for senior leaders or professionals in niche sectors (e.g. financial services, regulated industries). Fully personalised to your challenges.

£500 per session

Monthly Retainer

ONGOING PARTNERSHIP

One 90-minute strategy session per month, priority email support, and a quarterly AI session tailored to your team. Price varies by team size and support level.

From £1,950 / month

Who's it for

Leaders who want a trusted sounding board as AI reshapes their function and teams who'd rather build capability steadily than chase every new tool.

What clients say

“

Harriet shifted how our whole team thinks about AI. What stood out was her honesty about both the pitfalls and the potential. The sessions felt collaborative and grounded, and we all walked away far more confident and clued-up. The most telling feedback came straight after the first session, when my boss messaged me to say we need to get Harriet back for an update in six months. And that's what we plan to do.

Tom Howard

Head of Editorial, RHS

Harriet delivered fantastic masterclasses to build our teams' confidence in using AI. She 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

Harriet has the newsroom smarts mixed with an understanding of PR, allowing her to cut through the nonsense and transforms people's thinking. I fully recommend her to agencies looking to scale AI implementation.

Jonathan Welsh

B2B Business Director, Tangerine
Communications

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. We've come away with a new way of thinking about AI and what it takes to move past the hype to deliver actual results!

Abigail Whittaker

Chief of Staff, Funding Circle

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

Dan Green

Chairman, British Society of Magazine
Editors

What clients say

“

Harriet devised and led a superb workshop for FT Specialist's journalists. In three hours 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. I couldn't recommend her more highly to other media owners.

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. For any comms and marketing professional, keeping abreast of AI is a must and Harriet certainly knows her stuff. Couldn't recommend her enough!

Alexandre Rizos

Head of External Communications, AXA XL

Harriet's insights were incredible. From editorial to management to commercial, all facets of our business will benefit from the understanding we have gleaned. Highly recommend!

Ellie Stancliffe

CEO, The Handbook

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

We gained practical, actionable insights into using AI effectively, and a much clearer sense of how AI models can enhance our PR work. I'd thoroughly recommend Harriet to any business looking to build confidence and efficiency with AI.

Sam Emery

Managing Director, Quill PR

How I work

Every engagement is tailored to your needs.

- 1 Discovery:** We start with a call to understand your team's structure, goals, and challenges.
- 2 Proposal or programme design:** I outline the best format, length, and learning outcomes.
- 3 Workflow examples:** You share real content or processes for me to tailor around.
- 4 Design & delivery:** I build and deliver hands-on, human-first training.
- 5 Post-session support:** Tailored resources, questions, and options for ongoing learning.

Let's talk

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[Book a discovery call →](#)