

Meltwater Summit 2026

MAY 5-6, 2026 · NYC · 90-DAY PRE-EVENT WINDOW · PREPARED MAY 4, 2026

POSTS REVIEWED

1,906 posts · 15 executives · 7 companies

SOURCES CONSULTED

Executive LinkedIn · X / Instagram / Bluesky · Owned corporate comms

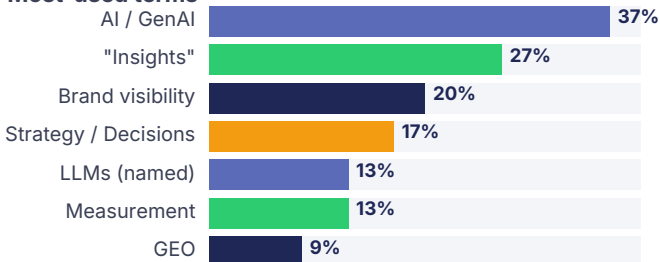
ADVISORY

Our reading is this: the run-up has done its job on positioning — but the data shows the audience is rewarding **specifics over slogans**. Across the window, the posts that broke through carried something concrete — a named person, a real moment, an industry recognition. Generic product framing and abstract GenAI language consistently underperformed, even from senior voices. Tomorrow's speakers should take the cue: **name the person, name the customer, name the moment**. **Check back tomorrow for near real-time updates of what is actually engaging with Summit '26 attendees.**

What executives are talking about

Terms pulled from post text · share of posts using each term

Most-used terms



The lines they keep using

- "What is being said about your brand"
Doug Balut · Meltwater
- "AI is reshaping"
Wendel (Cisco), Force, Balut, Arduino
- "Turn insights into impact"
Oberoï (JPMorgan) + Handin (Pfizer)
- "PR, comms, or marketing"
Force, Arduino, Vance · Meltwater
- "Every day, billions of signals"
Chris Hackney · Meltwater
- "Insights that Inspire"
Jenny Force · Meltwater (Summit theme)

What's trending into tomorrow

How the language has shifted in the final 14 days vs the early window

↑ RISING

- "Insights" **+23 pts**
Summit theme breaks through
- Strategy / Decisions **+21 pts**
From "look at the data" to "make the call"
- Narrative threats **NEW**
Deepfakes/disinfo appear in final week

↓ FALLING

- Brand visibility / GEO **-25 pts**
Front-loaded; execs assume audience knows it
- Storytelling **-9 pts**
Soft framing fades close to event
- LLM platform names **-5 pts**
Specific tool names give way to themes

What speakers will need to do tomorrow

Reading the run-up forward into the program

- 1 Make "Insights that Inspire" mean something concrete**
The theme is everywhere but rarely defined. Give it teeth.
- 2 Move from describing GenAI to deciding with it**
Audience wants frameworks, not declarations.
- 3 Lean on the customer story, not the product slide**
McDonald's, Cisco, Pfizer, JPMorgan — case studies are pre-cited.

Top voices in the run-up

Avg engagement per post (likes + comments) · trend = first half of window vs second half

MELTWATER VOICES

Jenny Force avg engagement: 75	VP, Global Marketing ↓
Chris Hackney avg engagement: 12	Chief Product Officer ↑
Mark Arduino avg engagement: 43	Partnership Director ↓

SPONSOR VOICES

Dipin Oberoi avg engagement: 222	JPMorgan Chase ↓
Paul Wendel avg engagement: 191	Cisco ↑
Dan Handin avg engagement: 126	Pfizer →

Want the full read?

Full 12-page Pre-Read covers leaderboard, voices, theme gaps, external speakers, and on-stage signals. DM for the report · prepared by Cometrics · May 4, 2026