



**DAVE GIFFORD**

**UNIVERSAL MEDIA**

**HOW TO PROMOTE YOUR BUSINESS  
IN THE WORLD OF AI**

Universal Media Co is one of Australia's largest and most innovative media companies. For more than 35 years, it has built a strong reputation for producing high-quality, engaging content across topics that resonate deeply with audiences.

The company delivers high-performing print, digital, social, and video content, creating influential brands including *Grand Designs Australia*, *Eatwell*, *Australian Country*, and *Complete Home*. Its business-to-business portfolio features respected publications such as *Outdoor Design Source*, *Specifier Source*, *Exemplary Projects*, and *The Australasian Parks and Leisure Association Journal*.

Dave Gifford, Sales/Product/Events Manager of Universal Media, Sydney, brings nearly 40 years of experience in the media industry, having held senior roles at Sensis, Australian Associated Press, and Australian Community Media.

**Dave will present a short piece on "How to promote your business in the world of AI" noting how marketing is changing and what you can do to increase your visibility.**

**UNIVERSAL**  
MEDIACO

[dgifford@umco.com.au](mailto:dgifford@umco.com.au)

[www.outdoordesign.com.au](http://www.outdoordesign.com.au)

Ph: 0409 511 677