



VIRTUAL AMEC Global Measurement and Evaluation Summit

COMMUNICATION ACCOUNTABILITY:

Planning, Purpose and Proof

26 - 27
MAY 2021



#AMECSummit #AMEC25

PLATINUM SPONSOR



PR TRENDS 2021

**The New Normal:
is there PR after
a pandemic?**



#AMECSummit #AMEC25

TREND SPOTTING METHODS

OR HOW TO PREDICT THE FUTURE



THE HAYSTACK METHOD

Rohit Bhargava,
“Non-Obvious” book series

- 1) Gathering
- 2) Aggregating
- 3) Elevating
- 4) Naming
- 5) Proving



FORESIGHT

Peter Bishop, “*Thinking About The Future: Guidelines For Strategic Foresight*”

- 1) Framing
- 2) Scanning
- 3) Forecasting
- 4) Visioning
- 5) Planning and acting



CONTENT ANALYSIS

used by PR News in analysis of
industry trends

- 1) Gathering
- 2) Encoding
- 3) Categorizing
- 4) Analyzing
- 5) Ranking



#AMECSummit #AMEC25

WHAT DID WE DO?

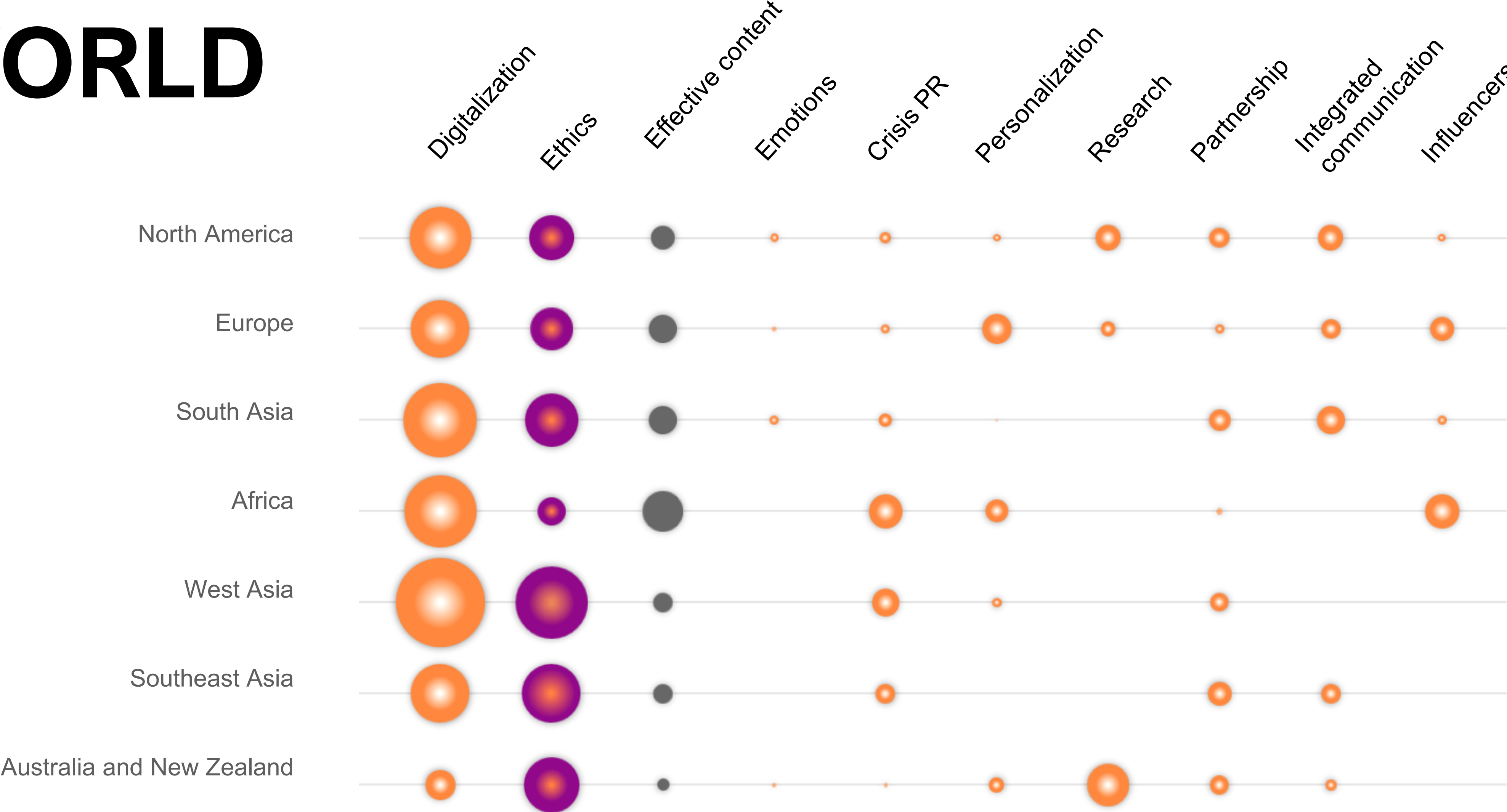
 **4** years
of regular research

 **10** trends
identified in the communications
industry

 **40** countries
North America, Europe, South Asia,
Africa, West Asia, Southeast Asia,
Australia and New Zealand

 **321** experts
offered opinions on industry trends that we
collected and analyzed

WORLD

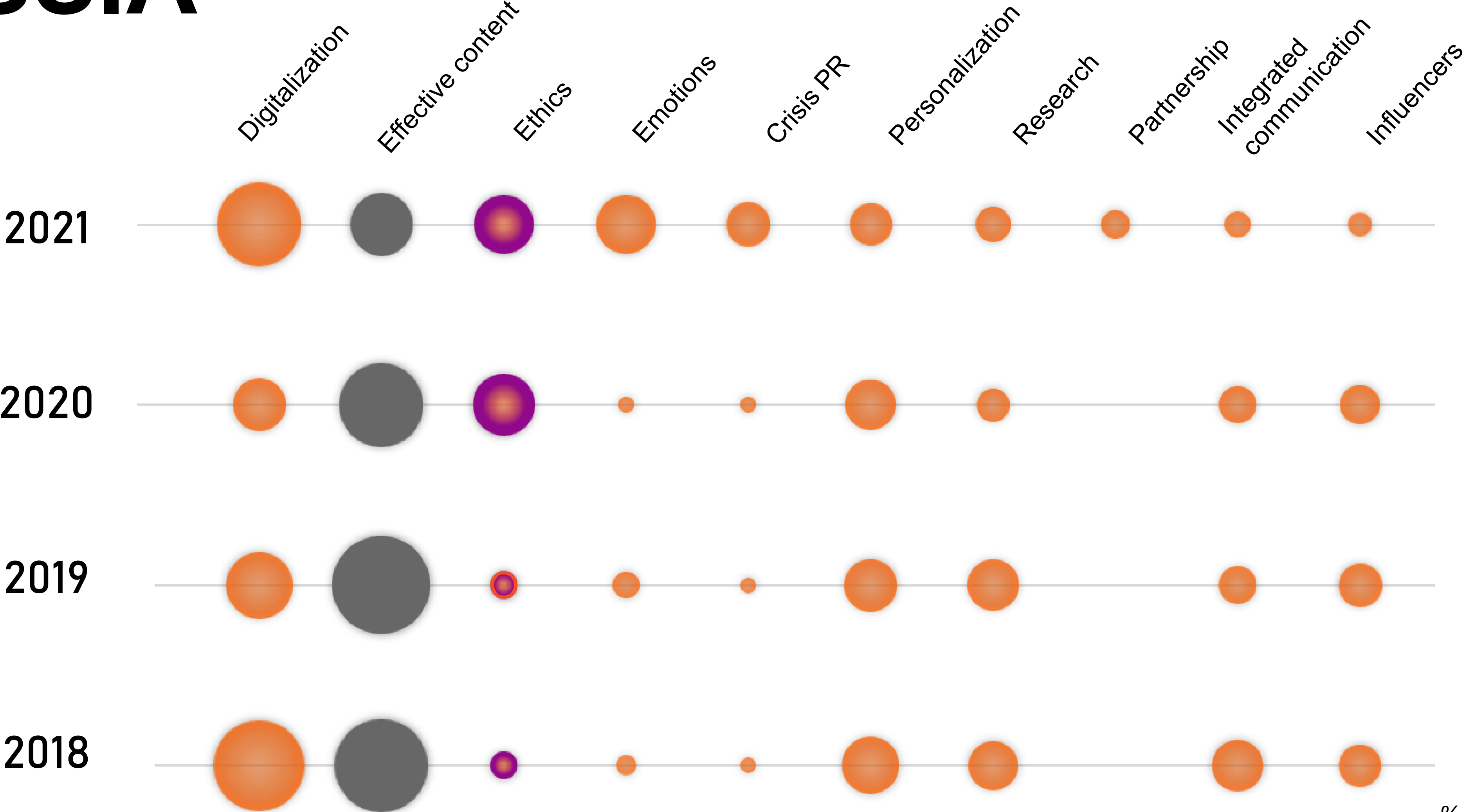


% of total expert forecasts per region



#AMECSummit #AMEC25

RUSSIA



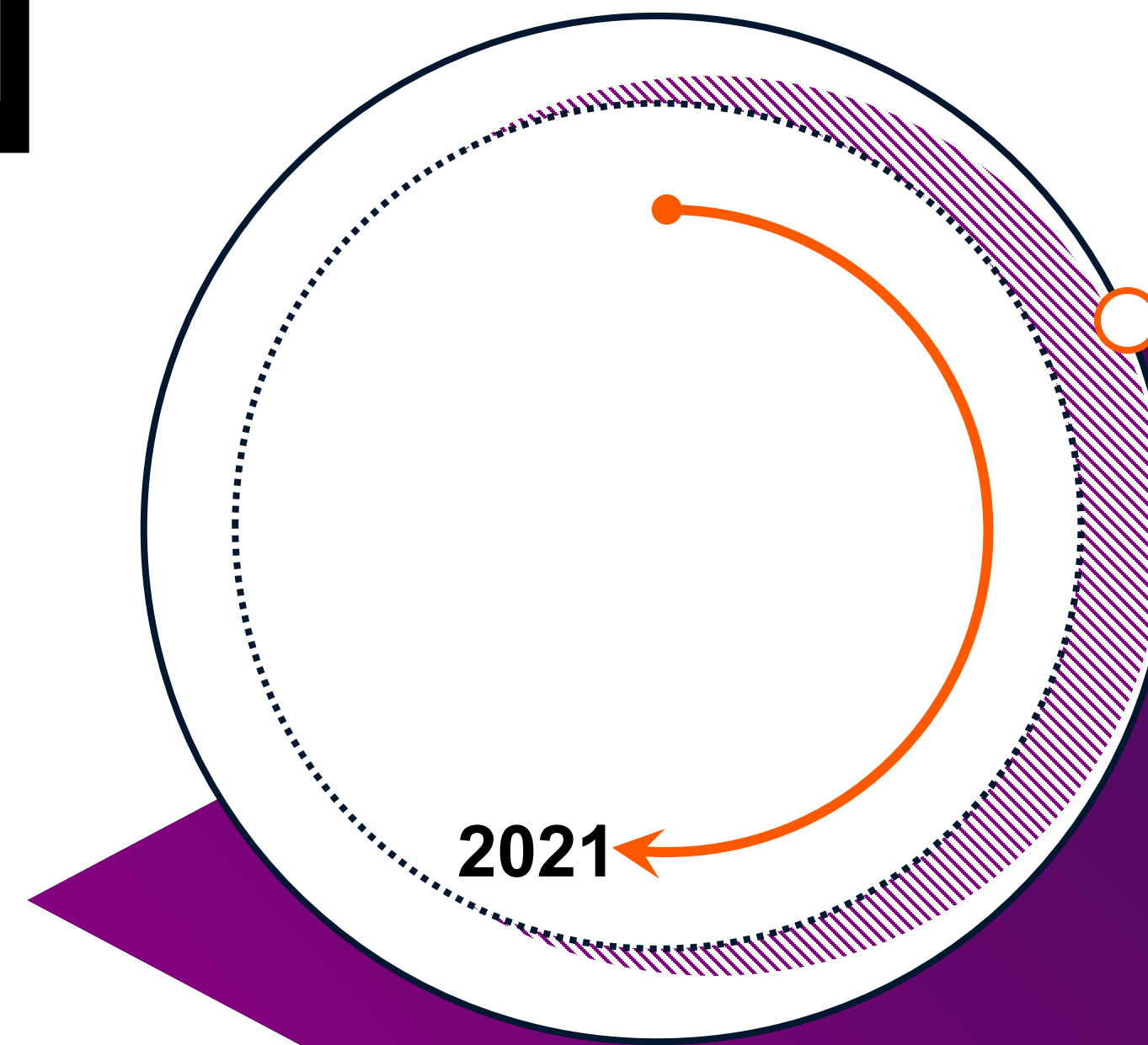
% of total expert forecasts



#AMECSummit #AMEC25

DIGITALIZATION

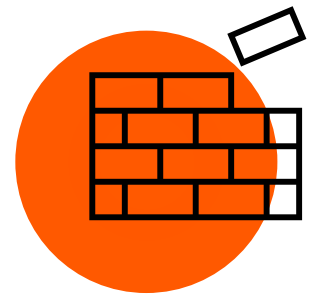
#1



”

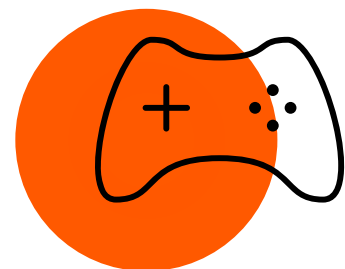
*Go online
or go dead*

DIGITALIZATION



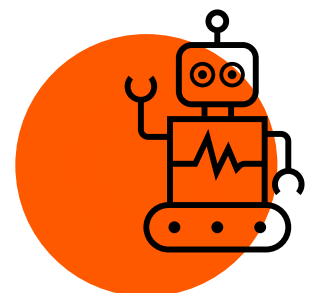
ESSENTIAL TO SURVIVAL

It used to be about innovation and new technology and now it is back among the top trends on a more utilitarian level as essential to survival amid the pandemic and in general



AI, VR, AR

are the future of the industry but as it turns out not everyone is ready for it



UNIVERSAL SOLDIER

A key issue is what PR practitioners need and what skills they must possess to stay current and meet the needs of the digital age. The PR professional has always been a universal soldier but today they also need to know their technology, including automation, big data analysis, etc.



*The world's first virtual animal rights march could be the beginning of a brand new approach to the use of **REFACE AI TECHNOLOGY FOR MASS EVENTS**, especially in the new post-COVID reality where meeting in person won't be as easy as it used to be and where demand for personalized communications will only grow*

Dima Shvets, co-founder, Reface

ETHICS



*Responsible consumption,
environmental protection, support
of small businesses and the
underprivileged aren't limited to
corporate social responsibility
anymore, but have become part of
normal communication*

2021

#2

SUCCESS STORY

IKEA announced a program in which it would accept used furniture in exchange for a discount of up to 50% on new purchases.

This came in response to the criticism of the company's business model based on cheap products which leads to excessive consumption and waste.

IKEA intends to transfer to the closed-loop economy model and said it would open used furniture buy-back and resale departments at each of its stores by 2021

ETHICS



HUMANE ATTITUDE

Being humane becomes crucial to companies and brands when people are stressed (experience fear or uncertainty) or have financial difficulties



HELPING OTHERS

Red lines have changed from the environment and fake news to helping one another and supporting those most affected by the pandemic

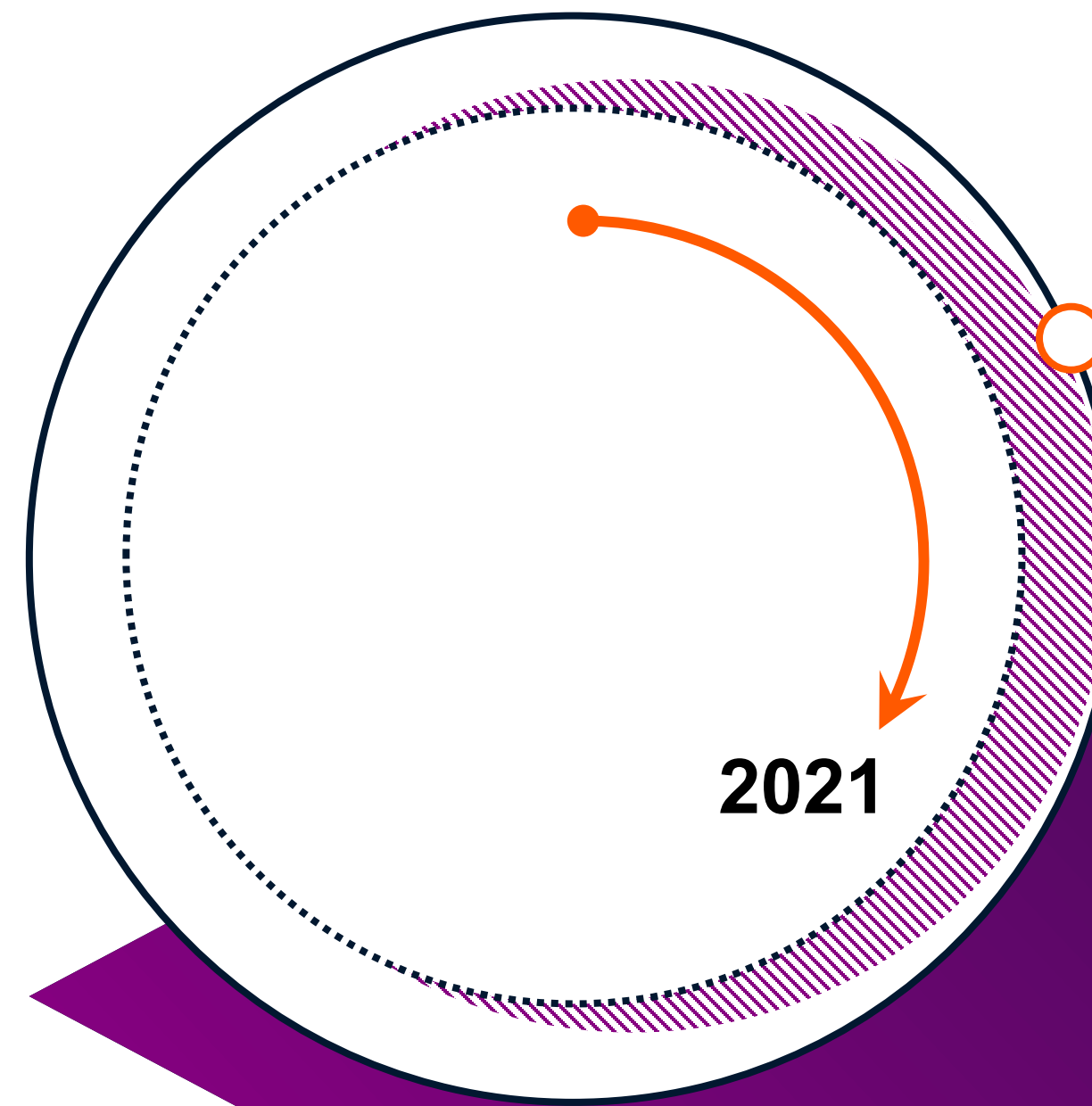


CARE AND CONCERN

People are shaken up and vulnerable which makes care and concern a priority. PR professionals are faced with the challenge of finding the right words and tone, and communicating a position carefully but honestly. Sincerity and compassion is the new black in these sensitive times and one must tread very carefully to avoid mistakes

EFFECTIVE CONTENT

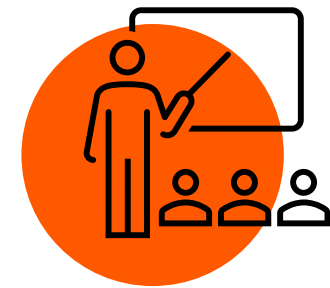
#3



55

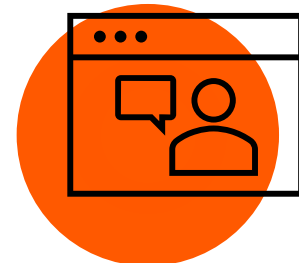
*Anything goes to achieve
the best possible outcome
and more: provocation,
bold ideas, controversy*

EFFECTIVE CONTENT



ADVANCES IN ONLINE LEARNING

Demand for useful and interesting content formed a long time ago and then coronavirus lockdowns brought it back to the fore, leading to robust advances in e-learning



VIDEO INTERACTION

That, in turn, gave further impetus to the development and use of video and visualization technology which some experts believe is a must-have for promotion purposes today. Written content is not interesting anymore, overshadowed by beautiful eye-catching images. Video is also changing. The vertical format is the norm now and no retouching is even better. Live streaming, webinars, interactives are not new, but desirable formats use and doesn't allow tracking mentions



USING CHATBOTS AND ASSISTANTS TO MAINTAIN CONSTANT CONTACT WITH AUDIENCES

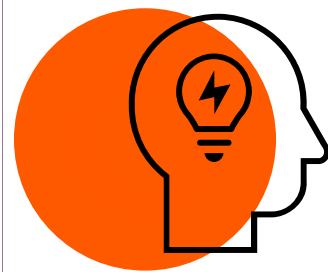
Not so long ago voice search, voice messages, chatbots and virtual assistants were new tools and now they have become an integral part of maintaining uninterrupted communication with audiences



CLUBHOUSE

Speaking about audio, a few words must be said about the phenomenon of Clubhouse from earlier this year. Although a great idea, its timing seems late, seeing that when it launched people had already grown tired of being online and wanted to get out of home and meet in person. The app also presents a fundamental problem for PR professionals since it doesn't record and store the chats for future use and doesn't allow tracking mentions

SUMMARY



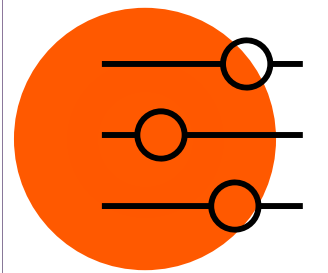
PRESSURE ON PR

2020 proved a challenging year for states, economies, people, companies and, naturally, communications. PR professionals went under enormous pressure during the lockdowns, fighting not only for the reputation, but for survival of their companies.



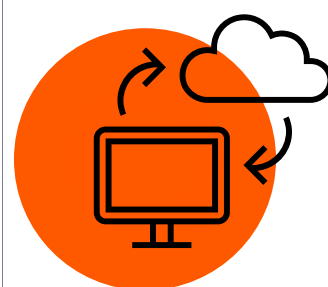
CONSUMER BEHAVIOR TRANSFORMATION

Not only has the pandemic caused an economic crisis (a contingency that the industry is always prepared for, especially now as it saw PR budgets cut repeatedly in recent years), but it also led to a global shift in consumer behavior and habits.



ADJUSTING PR TOOLS

Communication formats needed reviewing to make the necessary adjustments in terms of both costs and content.



GOING DIGITAL IS NOTHING BUT LIP SERVICE

Last year exposed many problems and also some that everybody thought had been resolved, including that the industry isn't yet ready to go all digital and to adopt artificial intelligence technology, and that not all have prepared for every contingency.



GOING BACK TO BASIC VALUES OF ETHICS AND EMOTIONS

At the same time, 2020 opened up new opportunities and brought insights without which a future after the pandemic would be hard to imagine. And ethics and emotions are emerging as the pillars of future communications, as well as audience loyalty and attention.

Fb: lilia.glazova

E-mail: lglazova@prnews.ru

Mob: +7 916 806 4743

[https://www.linkedin.com/in/
liliaglazova/](https://www.linkedin.com/in/liliaglazova/)



Lilia Glazova

CEO, PR News Russia
Chair, AKOS/ Country Member
Association of ICCO

PR News



#AMECSummit #AMEC25