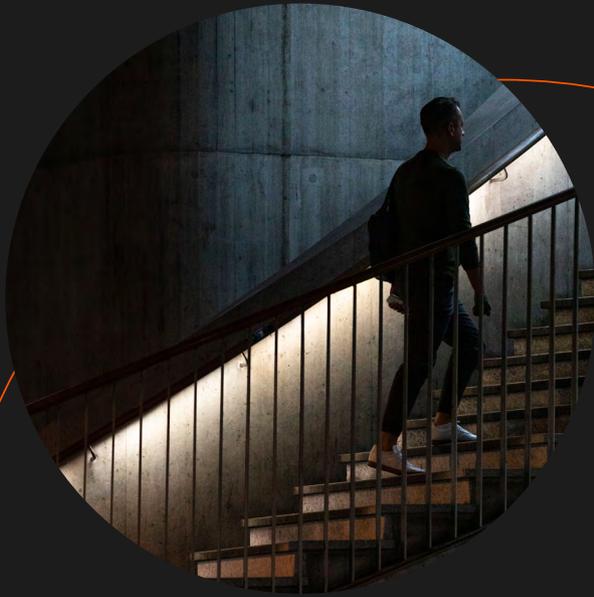


Report



PR 2050

PUBLICON



FUTURE●ON

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Introduction

Twenty years ago, when I started my studies in journalism, public relations was a very elite discipline, chance given only to a select few.

It was associated with great opportunities; it seemed to be a profession that guarantees being in the center of events and is a shortcut, opening the door to the „big world“. At that time, there were over 25 people for each place in journalism (at the Faculty of Journalism and Social Communication of the University of Wrocław), more than half of whom wanted to „do PR“. It is worth going back to those times, because then working in the media was also a much more prestigious and lucrative (yes, yes) job. Then came mass PR studies (at almost every university), the economic crisis, the so-called web 2.0, which then evolved to be social media, which changed the models of functioning and working in the media. Social media agencies were created en masse, followed by performance and content agencies, etc. PR, somewhere along the way, remained a somewhat obscure creation, reserved mainly for politics, corporations and language (especially when there is no synonym for spin, manipulation or unfair media play).

The discipline and profession of a PR person have changed a lot. It is worth considering the directions of development for the industry, because it will help PR departments, spokespersons and agencies better prepare for what is coming. Whether it will come - it is not certain, but observing changes in recent years, some things can be assumed and not reacting to them seems to be a mistake. That is why we encourage you to read the report on the future of the PR industry - to better prepare for what is yet to come.



Szymon Sikorski

CEO Publicon



Methodology

Foresight is a type of forecasting designed to create probable development visions in the short and long term.



Michał **Ulidis**

Creative Director Publicon

Designed as a tool supporting the management of the future, it is orientated both at changing conditions, identification of opportunities and threats, as well as identification of expectations regarding the issue being studied. A process of this type combines the analytical and research aspect with the participatory aspect – the analysis of available data and expert knowledge as well as the participation of social actors: entrepreneurs, scientists, social organizations, representatives of public administration. Such a formula is conducive to the substantive indication of factors and potential problems affecting the future of the studied area. Foresight leads to the distinguishing of the most likely models and development scenarios, and thus helps in the context of making strategic decisions and taking actions.

Foresight is also building a social vision of thinking about the future – creating dialogue and social debate, as well as a way of thinking about possible directions of development. Moreover, it ensures harmonization of the activities of partners from various areas (economy, industry, environment, governmental and scientific sectors). Due to the volatility of trends and non-linearity of the changes taking place, it is not synonymous with forecasting the future. Its purpose is to identify the most likely direction of change and real, equal visions for the future.



Study **results**

84 people - professionals, practitioners and theorists - representatives of the Public Relations industry participated in the study.

40.6% were men (34 persons), and 59.6% were women (50 persons). 10 people did not answer the question on how many years they have been working in the PR industry. 38 people replied that they had not been working in the profession for more than 5 years. 20 people replied that they have been working in the industry for 6 to 15 years. 16 people replied that they had been working in the profession for more than 16 years. The longest experience of the respondents was 25 years.

Most of the respondents are employees of PR agencies. Private companies were second in terms of employment, followed by the public sector. Universities were in fourth place. The analysis of the size of workplaces showed that most of the respondents work in companies employing from 10 to 49 employees. The second place were places employing more than 250 people, and the third - from 49 to 250 people.

n=84

What do you think will definitely change when it comes to the PR industry in Poland in the next 30 years?

Please try to briefly justify your answer.

What, in your opinion, will definitely not change when it comes to the PR industry in Poland in the next 30 years?



The % of responses will definitely change.

% resp.

Current PR model	24%
Increase in the role of online communication	16,7%
Automation increase	9,6%
Development of a new message distribution model	9,5%
Media relations	9,5%
Agency work form	7%
Tools	7%
Industry values	4,8%
Nothing	4,8%
Economy	2,4%
Industry problems	2,4%
Other	2,4%

n=84

What, in your opinion,
will definitely not change
when it comes to the
**PR industry in Poland in the
next 30 years? What will stay
the same?**

Please try to briefly
justify your answer.

What, in your opinion, will definitely not change when it comes to the PR industry in Poland in the next 30 years? What will stay the same?



The % of replies will definitely change.

% resp.

The leading role of Media Relations	16,7%
The importance of the relationship	14,2%
Values	11,9%
Competences	11,9%
I don't know	11,9%
Customer requirements	9,5%
Presence of crises	9,5%
Current PR model	4,8%
Economy	4,8%
Nothing	4,8%

n=84

Please choose the most important trend in your opinion, **which will affect the development of the PR industry in the next 30 years.**

Please try to briefly justify your answer.

Please choose the most important trend in your opinion, which will affect the development of the PR industry in the next 30 years.



Trend	% resp.
Artificial Intelligence (AI)	28,6%
Ecology	26,2%
Big Data	19%
Transparency	14,3%
Other	7,1%
Freelance	4,8%

n=84

Which of the following competencies may turn out to be **the most important in the work of a PR person of the future (in the perspective of the next 3 decades)?**

Please try to briefly justify your answer.

Which of the following competencies may turn out to be the most important in the work of a PR person of the future (in the perspective of the next 3 decades)?



Competence

% resp.

Data Analytics	50%
Soft skills	35,8%
Creativity	28,6%
Digital Content Management	26,2%
Flexibility	23,8%
SEO	14,3%
Media relations	11,9%
Copywriting	11,9%
Project Management	11,9%
Vision	2,4%
Crisis management	2,4%
Predictive PR	2,4%
OSINT (Open-source intelligence)	2,4%



n=84

THESES

Over the next 30 years the operating model of PR agencies **will change (large agencies will disappear - small, strong, boutique collectives will gain in importance).**

Yes 

54,8%

No 

45,2%

Yes, I agree

22,7% Small agencies mean lower maintenance costs than in the case of large corporations

45,5% Greater freedom for small agencies / teams / greater availability

31,8% Large agencies evoke negative associations with a corporation

I do not agree

47,4% Greater opportunities for large agencies

26,3% They will coexist

15,8% Their revenues are not as certain as those of large agencies

10,5% Inevitable market development



n=84

THESES

In the next 30 years, the model of functioning of PR agencies will change (**small, proprietary agencies will practically disappear – the number of large, network corporations will increase**).

Yes 

16,7%

No 

83,3%

Yes I agree

28,6% Agency maintenance costs

42,8% Trust of customers

28,6% Other

I do not agree

17,9% Maintenance costs

35,7% Greater freedom of action for small agencies / teams

32,1% They will coexist

14,3% Competence will play a greater role than the size of the company



n=84

THESES

We will work remotely. Working online, from anywhere in the world. **Even meetings, thanks to technology, will no longer be face to face.**

Yes



81%

No



19%

Yes I agree

43,5% It has already started to happen after the coronavirus

23,1% Time saving

10,3% Costs

7,7% Change of the approach to the employee / increasing trust

7,7% Convenience / freedom of choosing your workplace

5,1% Technology development

2,6% Face to face meetings will serve other purposes

I do not agree

71,4% The importance of the relationship

28,6% Other



n=84

THESES

PR by the hour: we will work on a task / project basis / as freelancers - **until 2050, work in the PR industry will not require full-time work.**

Yes 

81%

No 

19%

Yes I agree

27,3% The effect of the work counts

18,2% Natural changes

15,1% Performance

12,1% This is already happening

12,1% Other

9,1% Employee maintenance costs

6,1% Positive influence

I do not agree

57,1% It is not always possible to solve everything at one sitting

42,9% Continuous monitoring is required



n=84

THESES

By 2050, digital **will**
completely dominate
traditional analog media.

Yes



83,3%

No



16,7%

Yes I agree

- 41,2%** It is already happening
- 20,5%** Making consumption easier and more attractive
- 14,7%** Printing will be luxury product that is unprofitable on a large scale
- 11,8%** Cheaper
- 11,8%** Technology development

I do not agree

- 100%** They will coexist



n=84

THESES

Over the next 3 decades,
**the digital revolution will
stop and traditional media -
analogue, printed media will
return to favor.**

Yes 

11,9%

No 

88,1%

Yes I agree

40% Definitely yes, that's the natural course of things

40% It's hard to say

20% Yes, especially ...

I do not agree

61,8% Digitization is an unstoppable process

14,7% Convenience and change of habits

8,8% Yes, but it will remain in the niche

5,9% Ecology

5,9% Economy

2,9% Definitely not



n=84

THESES

We will be replaced by machines.
By 2050, the work of a PR person will be replaced by AI, algorithmics, and automation.

Yes 

14,3%

No 

85,7%

Yes I agree

50% Most jobs are replaceable

50% It is not entirely possible

I do not agree

57,6% Soft skills and emotions will prevent it

24,2% Only partial automation – it is not possible without a human being

18,2% It's too early in Poland



n=84

THESES

By 2050 PR will become
**a profession of high (higher
than current) reputation.**

Yes 

38,1%

No 

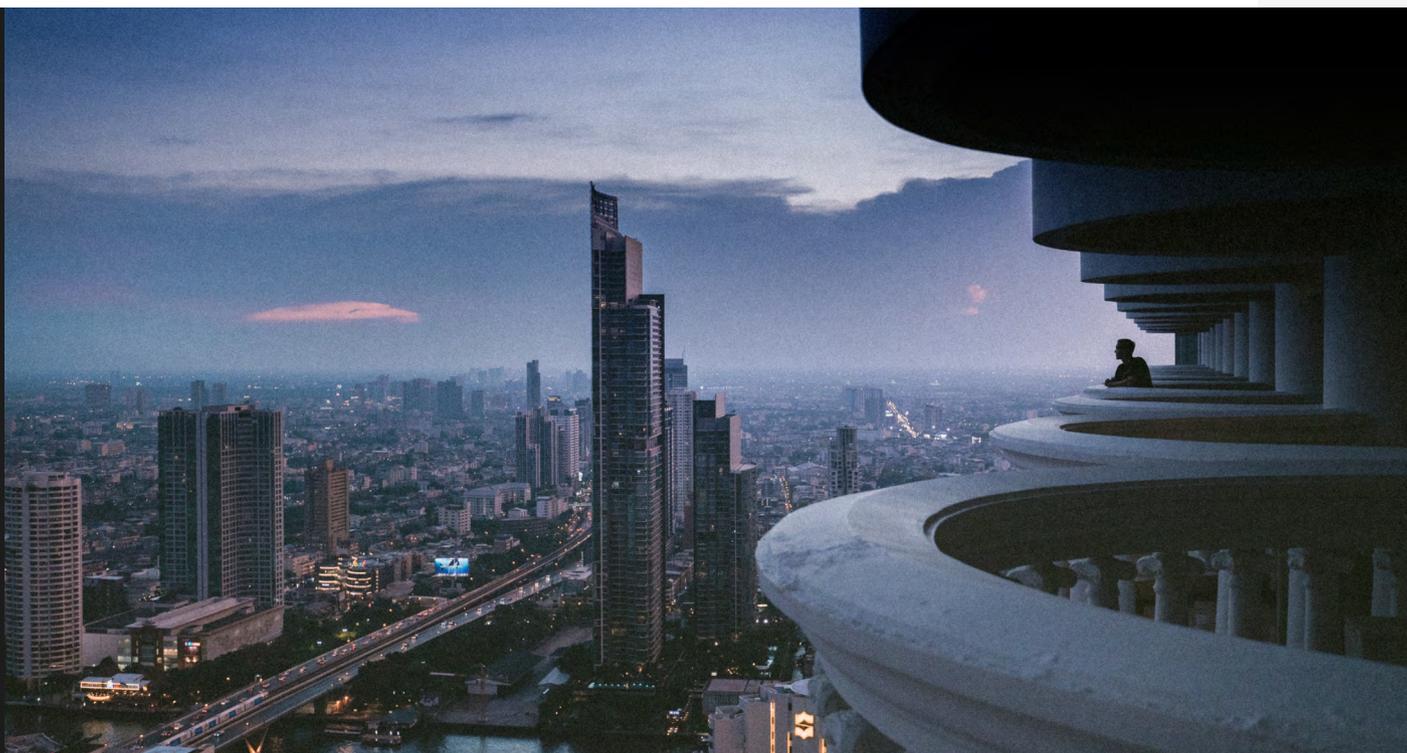
61,9%

Yes I agree

- 40%** Due to the growing professionalism and market requirements
- 13,3%** Human consciousness will increase
- 13,3%** Just yes
- 13,3%** Yes, provided that ...
- 13,3%** Other
- 6,8%** Over the years, there has been an upward trend

I do not agree

- 33,3%** Nothing foreshadows this
- 33,3%** The reputation of PR people is worsening
- 20,9%** Other professions will have a higher reputation
- 12,5%** It's hard to say



Future **scenarios**

PR is dead. It died of natural causes. Death of PR – the crisis of the category.

Over the next 30 years, the understanding of the very concept of PR will change (this is what nearly a quarter of our respondents say - this is the most numerous category of answers to the question: What do you think will definitely change when it comes to the PR industry in Poland in the next 30 years? This can be such a radical change in the perception and understanding of public relations that it violates the autonomy of this category to such an extent that PR itself may disintegrate. **The field of public relations will be absorbed or replaced by other communication disciplines** - so that we will practically no longer need this concept in com-

munication with the client / market. Perhaps such a state of affairs may be caused by at least a few factors, including the following:

The growing automation and the role of AI (artificial intelligence), which, according to our respondents, is the most important trend influencing the development of the PR industry (29% of responses), will make the classically understood PR a less popular category - rare, historical. Many processes will be replaced by an algorithm. AI will be able to fulfill tasks that are still performed by PR people today, or the demand for this type of tasks will decrease in general.

Currently, many tasks in the PR domain are (to some extent) replaceable thanks to technology, including:

- creating press releases and media reports using Natural Language Generation (NLG);
- performing advanced sentiment analysis of media content and social media posts / comments;
- identifying and extracting names, places, companies, events, data and brands from any document, video or audio file;
- converting speech to text in the context of press conferences, media interviews, podcasts, conference presentations and internal strategic meetings;
- translation of any audio or text file into multiple languages for wider distribution;
- activities of automatic assistants, chatbots for newsrooms;
- real-time behavioral analysis of consumers, e.g. when visiting a website; identifying influencers (to some extent automation of establishing and maintaining

PR is dead. It died of natural causes. Death of PR - the crisis of the category.

relationships with them using dedicated platforms and SaaS services);

- targeting the media ads and contacts that are most likely to generate reach, rather than the traditional manual listing of categories and keyword searches;
- online reputation management;
- competition analysis;
- real time media monitoring;
- searching for information;
- automation of media mailings;
- monitoring of opinions, reputation of people and brands.

These are just some of them - really! That's why **McKinsey predicts that AI will generate up to \$ 2.6 billion in business value in marketing and sales alone in the near future.**

Progressive digitization (including **the development of social media, e-commerce, the crisis of traditional media** and relations without the mediation of technology) weakens the value of public relations services in the eyes of clients (reduction of budgets) and recipients.

Today, the threshold for access to information (also in the context of the thesis that **"today everyone is / can be a publisher"**) is the lowest in the history of the media. Egalitarianism in the approach to information (both in terms of the possibility of receiving and transmitting it) translates not only into a huge and growing number of messages and media, but also **blurs the boundaries between qualitative and worthless message and between truth and fiction.** This fact is illustrated by a recent Stanford University study, according to which as many as 82% of middle school students cannot find the difference between advertising labeled as „sponsored content” and real news on a website (7,804 students participated in the study - from middle school to college). In addition, many students rated the credibility of news tweets by how much detail they contained or whether a large photo was attached, not by the source of the news. The Internet, social media and content „feed” are just some of the elements of the new model of media consumption, which makes **publicity, media relations and content**

distribution fall into the background, also due to the fact that the goals these classic PR tools once pursued are easier or cheaper to achieve through inbound marketing or marketing automation instruments. **The equivalent of PR activities and KPIs for them are more and more difficult to define, also in comparison to other fields, marketing and communication tools.**

The decline in the popularity of PR as a career path among students who prefer competitive, partially inclusive categories of communication in the professional register as a choice of studies: branding, advertising, digital media, etc., which implies a gradual extinction of the prestige of the category among people entering the labor market (also in the field of agencies). Young people no longer want to work in PR as willingly. Graduates who want to work in the so-called communication sector, prefer advertising, branding, 360 communication more than the PR profession.

The competences characteristic of a PR person's skill set seem to be

the most accessible today and not requiring specialist knowledge. Many of them, mainly due to the development of technology and access to media (primarily digital), may be perceived as non-hermetic and open to practically anyone (especially those in the field of new media). **Access to publishers and issuers of content or mass media does not require, as it used to, an extensive network of contacts and often gives way to the so-called DIY PR.** This tendency will only deepen. PR is merging with other areas of communication and marketing. Over the next 3 decades, it may no longer be necessary as a separate category of services. Similarly, the competences of today's PR specialists are blurring, workers who in practice, regardless of the adopted nomenclature, perform 360 activities in their work, and certainly duties that go beyond the spectrum of public relations. In fact, the PR category is becoming just a title. The 21st century is the time of integrated communication, integrated and transmedia campaigns, in which it is difficult to distinguish (assuming that there is such a need) elements that belong only to the PR domain. Besides, the designatum of the term PR is blurred - what does it

actually mean today? What competences are included in this concept? Where does its autonomy end and begin? Who defines themselves today only, or above all, as a PR expert? The need to redefine the concept and constantly expand the offers of PR agencies (with services previously reserved for advertising, marketing, new technologies, audio-visual production, branding, internet marketing and related fields), with the simultaneous autonomization of fields once strictly within the scope of PR competences (the emergence of specialized event agencies, content marketing or staff and employer branding) can testify to the upcoming crisis of this category. According to data from the Talkwalker report - **3,700 global specialists from the marcomm (marketing & communication) industry believe that today the best PR offers are no longer media relations and press offices, but social media management (77%), content marketing (77%), influencer marketing (67%) and link building for SEO (56%).**

The end of traditional media is the end of PR. By 2050, digital will completely dominate traditional and analog media, and these will die a natural

death. It is not only a trend in the development of technology, but most of all it is much cheaper (printing is not profitable nor is it ecological). **In digital media, automation, media-working, social media and „flat“ content (clickbait), internet marketing (SEO / SEM) will quench the demand for a PR skill set.**



The imaginary algorithm?

Despite the development of digital technologies and automation processes, PR as a profession will resist ubiquitous digitization due to the difficult / irreplaceable nature of competences and the value of interpersonal relationships, which are the foundation of public relations. Technological progress will not replace PR, but paradoxically will strengthen its position as an elite and valuable profession (measurable on the market), because it cannot be replaced by a machine (especially against the background of the constantly growing tendency to displace

many professions by solutions that do not require human participation).

Creativity, relationships and soft skills will continue to be key, and will only be supplemented by new tools and products of the technological revolution, which will undoubtedly increase over the next 3 decades. The purpose of PR, that is, building relationships, will turn out to be crucial in adapting to the digital revolution, which will take the form of a symbiosis rather than a hegemony of ubiquitous technology.

One of the uses of artificial intelligence in public relations will be the quality that AI may be able to send direct, relevant messages to specific audiences more efficiently and faster. Real-time big data analytics gives you the information you need to deliver up-to-date content that certain consumers really want to see. This type of solution is already used by servers such as Facebook, which use it to filter ads and chatbots, and for example by the Associated Press, which uses it to write full reports on salaries. Seasoned PR professionals will understand that big data and AI can provide their clients with amazing, previously unattainable, data-rich research and content on

countless topics. However, we are talking about only another tool in the box.

PR agencies should not be afraid of big data and artificial intelligence. Instead, they can exploit this trend and experiment with new forms of storytelling that use big data analysis to create better-quality messages tailored to better understood audience needs. The narrative only, building an emotional bond with the brand audience will remain at the heart of the activities of public relations professionals. AI is therefore more of a tool, not a nemesis for PR practitioners. It should not be considered a threat. The use of artificial intelligence in the public relations industry will mean faster, optimized data, which in turn will allow PR people to define and achieve communication goals faster than ever before.

In the era of the domination of social media, fake news and clickbaits - valuable content that is not a product of algorithms will gain even more value. They will become a luxury good, which will increase the prestige of the PR profession. There will be a return to the traditionally perceived, ethical role of a journalist who will return to the role of a discourse

The imaginary algorithm?

gatekeeper, and thus a return to valuable and proven content based on the authority of a specific author, medium. Artificially produced content will only heighten the creative, contextual and unique value of man-made cultural goods, their prestige and desire for them. The crisis of classical journalism and the related increase in the availability of unverified and low-quality content will lead to an increase in the reputation of work in public relations, which will constitute, along with the revival of reliable, classic media, a counterpoint to the progressive infantilization and generality of content, media discourse.

30 years is not enough for the development of AI technology in a strong sense (technological singularity), which will replace professions based on creativity, empathy and semantics - such as the PR industry. The potential of big data and models based on them to predict something based on the available data is very limited. It assumes that the future will follow the past in a simple and direct way. This is a deterministic assumption that has proven wrong in many cases. Our limited or selective understanding and interpretation of past events and the context in which those events

took place reduce the precision of AI solutions to accurately predict complex events that usually occur in realities that we cannot fully describe.

The challenge now is to train, test and validate current machine learning algorithms, especially deep machine learning, as they require a large amount of good data. Moreover, the last few years have shown that in many cases companies do not have enough historical data of the required quality and quantity required for current ML approaches. In addition, the data we have today was generated and collected with humans and their biological strengths and weaknesses in mind.

In the coming years, companies will most often not be able to financially afford to continue accepting the state of confusion and hesitation as to what AI can and cannot do, how it can be integrated with other technologies to create intelligent solutions or machines and where to apply it properly. For like humans, AI algorithms need more real-world experience, which may include more data generated by the algorithms' own trial and error in the real world.



Pay-per-hour or pay-per-performance

What is having an increasing impact on the economy today is often called the gig economy. It is an economic model based on the principle of sharing, where people work not on a permanent basis, but „from order to order“. This gives the opportunity to choose projects that the person wants to implement at a given moment.

This trend is shaping the employee market today, which translates into the employers' market and influences the model of building value - based on „projects“. Such management is of course supported by the cloud and more broadly - by technology - and a whole range of applications, thanks to which we can more easily manage tasks devoted to projects. This can be seen in new, agile management methodologies, in philosophy (lean start-up) and product management (here, for example, let's take

the famous motto of Mark Zuckerberg: **“Act quickly and destroy things. As long as you don't destroy anything along the way, you don't grow / act fast enough”**).

Flexibility, mobility and the ability to adapt are driving forces in business today. PR experts think similarly. Moreover, they emphasize that this is a factor that determines the future of the industry. One of the most important features indicated as the future of the PR industry is flexibility. 81% of experts say we will work remotely. Almost 55% of the respondents indicate that small, flexible PR collectives will gain in importance (at the expense of the development of large agencies). This can be seen in the structure of industry reports, which show that the level of revenues is „flattening“ from year to year.

These words are also confirmed by the fact that 81% of the respondents say that

we will work “on the project” - the job of a PR specialist will not require full-time work. This will change the employment model in projects. **Contracts will be more flexible - short-term B2B, civil law contracts, etc. will dominate. Of course, this will have further implications, e.g. project succession** (because they will be more ephemeral by nature), issues of sharing knowledge, soft skills (working in dispersed teams, shorter adaptation).

This will change the agencies' operating model. They must be more agile, multidisciplinary, working mainly in the cloud, and be able to maintain financial flexibility. The number of agencies with an average turnover will increase (2-5 million per year). There will be agencies specializing in industry categories (which competences are already visible). The importance of employer branding in agencies will increase significantly.

Already in 2020, the management of the agency looks different. It requires understanding the above-mentioned processes, more flexible management of teams, and emphasizes the role of soft communication. In addition, it is

Pay-per-hour or pay-per-performance

good to implement well-known software resources for managing work (Asana, Basecamp, Monday, etc.), work time (Timecamp), resources (Microsoft, Adobe packages), internal communication (Slack), etc. more and more new programming solutions, and then their integration in a bundle solution (maybe integrated with one of the platforms, which the big four companies are trying to do, e.g. Facebook in Workplace or Google in their cloud solutions). A slightly different philosophy is proposed by Apple, which starts with devices equipped with solutions and applications that help to manage things. The processes of digitization of the work model in the gig economy will evolve and develop.

The gig economy began in the United States. There, too, began to develop platforms dedicated to the distributed creation of creative projects. Such solutions will develop on several levels. On the one hand, platforms such as Behance or Dribbble (portfolio platforms and visual designers' business cards) will be created for writers. On the other hand, commissioning platforms for creative collectives will be created (such

as <https://www.fiverr.com/>, local: <https://eye-opener.amsterdam/>).

An interesting trend is also co-creating texts. There are already many solutions for co-creating literature (such as wordkrowd.com) or for sharing stories and fanfiction (Kindle Worlds or Wattpad). Today, popular among teenagers, they shape a custom that will soon affect the everyday practice of the communication industry. There will be a need for redefinition and new agreements in the field of, for example, copyright law. Since projects are co-created in dispersion, fragments are borrowed, also from various language zones and legal systems, soon these habits will need to be constituted, which will be understandable to the participants of the process and will protect their copyrights (?), but above all – property rights. In the case of managing such a process using a dedicated platform – you can expect solutions inspired by Facebook solutions, i.e. the transfer of financial rights to the platform manager in exchange for an agreed remuneration, however, such processes will raise new questions in the near future. Most of

the trends and processes start in small and midsize companies, but this scales to big players over time. Corporations understand that. **Flexibility, gig economy, are ideal solutions for managers, as they allow for even more flexible management of costs and processes.**

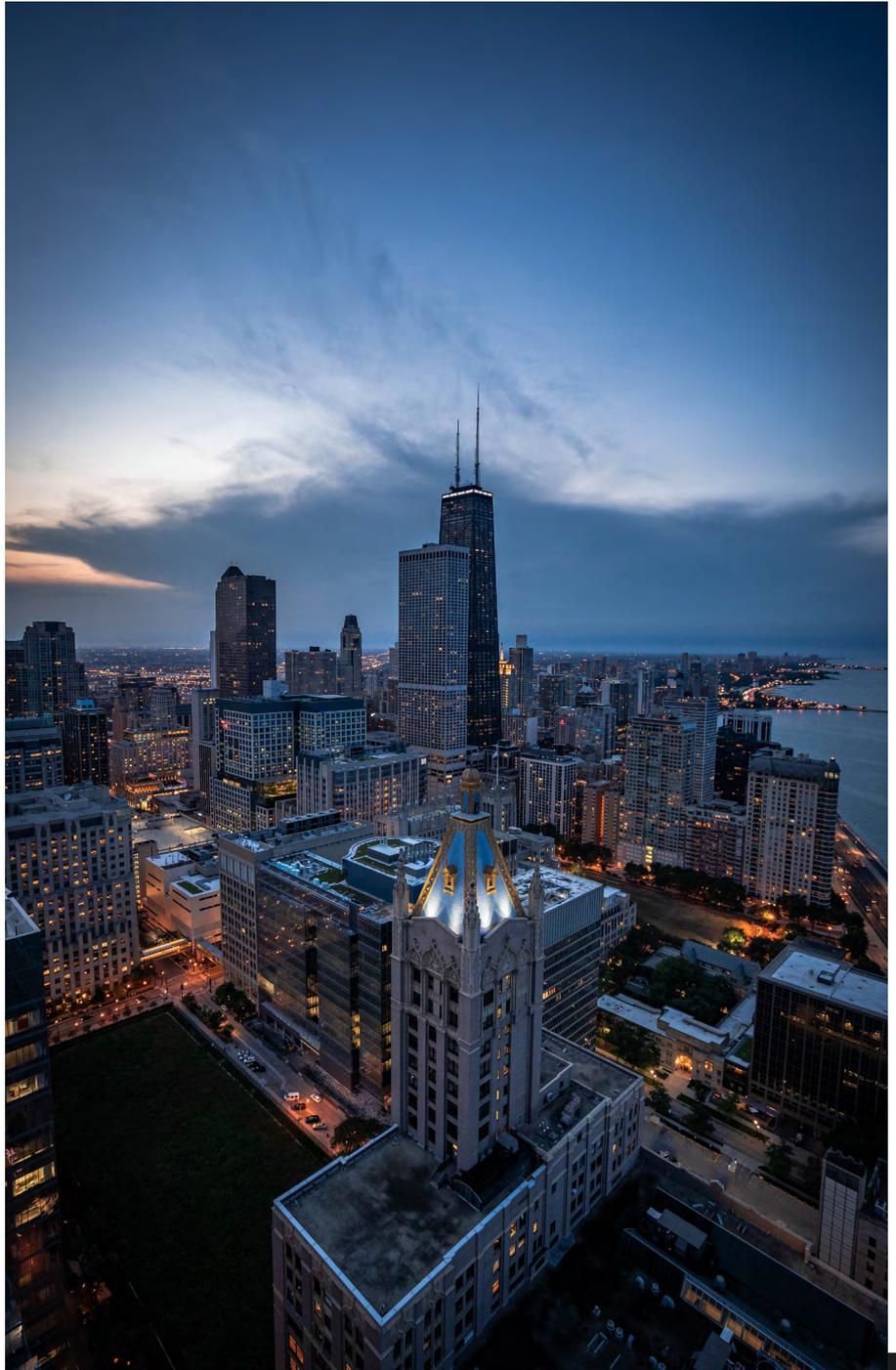
Therefore, you can expect a situation where corporations will recruit creative teams for the project (which is already happening: <https://freelancer-henkel.talent-pool.com/projects>). They will also use platforms such as Nesta (<https://www.nesta.org.uk/>).

A necessary condition for such design work will be openness – of text, graphics, works (which, of course, also applies to the issue of copyright). It also seems that due to the above, the effects and media campaigns will be more short-lived and ephemeral. This will result from the structure of their formation, but also from the very nature of new media.

New business and reward models will emerge. **In addition to the industry-standard fee and time & material models, there will also be models**

typical for consulting / telemarketing.

Pay-per-performance models will also become more and more popular, which will once again (and ultimately) trigger a discussion on whether a PR person can be rewarded for the effect of their work and on the methodology of measuring the effects of PR activities. We can also expect greater flexibility in remuneration (most often for the effect), for example for words, conversation or minutes of consulting. The more detailed, the better in the systemic sense.



4

Scenarios

Data driven PR.

Data, data, data. The world is choking on it, it drives marketing, politics and business models. We do indeed produce, but also process and analyze the amount of data previously unimaginable. By this we understand better and better some social processes and behaviors. The data determined the advertising market very strongly; Today, the vast majority of targeting is based on segmentation and analysis of various data packages. The same input is increasingly being fed to media design (Facebook or Reddit). The role of a marketer in services is now taken by a growth hacker, and the place of a PR person ... well. There's a vacancy here. A vacancy

that the public relations industry will have to somehow fill.

Most of the respondents indicate that data analytics will be a key skill for the PR industry (apart from soft skills and - separately - creativity, digital content and SEO).

- Data Analytics **(50%)**
- Soft skills **(35,8%)**
- Creativity **(28,6%)**
- Digital Content Management **(26,2%)**
- Flexibility **(23,8%)**
- SEO **(14,3%)**
- Media relations **(11,9%)**
- Copywriting **(11,9%)**
- Project Management **(11,9%)**

Most of the respondents also indicate that the digitization of media and communication are unstoppable processes - 88.1%.

That is why you can predict an increased supply of professional digital training, specialized postgraduate studies, online courses (communication is a very popular category on Coursera), etc.

The skills you will need will be not only researching and reading data, but also combining and drawing conclusions. Of course, AI engines connecting data packages and recommending behavioral models are more and more often created. In communication, one can also expect the development of such services. An example is the company called WARC (<https://www.warc.com/>), which provides creative solutions built not on intuition, but globally collected case studies and processed analysis of communication insights.

You will need to be able to search for and manage data. **We can expect the development of open tools (<https://datasetsearch.research.google.com/>), but also commercial solutions such as tools for „open- source intelligence” and data merging (<https://www.inteltechniques.net/>), tools for connecting data sources (<https://www.gettoby.com/>) or for quickly**

capturing trends (<https://www.crowdtangle.com/>).

We can expect an outflow of services (internet platforms, etc.) dealing with the segmentation of knowledge, providing better quality data, data analysis, etc. You can already notice such a trend in the media (e.g. <https://spotdata.pl/>, Polityka Insight or <https://www.pb.pl/forecast/>), but also at the meta level: <https://www.futurelab.net/>, <https://www.reportbrain.com/> or <https://buzzsumo.com/> in trend analysis.

The amount of available data undoubtedly also shapes the methodology of creative work. It has to be based on a large amount of data, so it needs open, visualization-based methodologies, such as design thinking. DT matrices allow you to see the whole - the collision of different data and experiences. Therefore, this type of visualization methodologies will become more and more popular. The precursors of this thinking are ideo.com (whose works are worth following) or automatic software (<https://www.sessionlab.com/>).

The public is overwhelmed by the deluge of data. Today we consume much more information than even a year ago. **The**

task of the PR person will be to translate and visualize (in words, pictures, animations) existing databases. The competences of a PR specialist will also include the ability not only to shape stories based on data (the so-called storytelling), but also the ability to use software (e.g. building basic infographics, media platforms, e.g. Anchor - for podcasts, Wordpress - for publishing texts or editing multimedia using simple tools). The need and ability to create unique content (not only texts) based on data will increase, as well as the demand of stakeholder groups. In addition, it will be worth using tools that search Internet resources and exclude sentences that already function (unlike today, when there are a number of tools that, based on search algorithms, suggest which content will be best in seo rankings, for example Polish <https://www.semstorm.com/>).

In connection with the above: there will be more texts addressed to interested groups on the basis of very precise insights, linked to the automation of e.g. search engines (but also more broadly - e.g. data packages from Google or Facebook). It can be expected that the indicators will change. The global study of

talkwalker.com (<https://www.talkwalker.com/resource/middle-east/2020-state-of-pr-report.pdf>) shows that in recent years Share of Voice has been replaced (as more important) - by a qualitative factor, i.e. commitment. This trend can be expected to continue. **The role of PR will be to produce content and stories that attract attention.**

One of the most important criteria and competences in PR will be social listening. This skill consists not only in the ability to analyze data and operate monitoring tools, but also to empathize and promptly suggest an insight-based solution to brands / institutions. It will also be possible thanks to solutions in the field of machine learning - suffice it to say that it can be seen in the direction of development of our native monitoring tools, such as Brand24.

In connection with the above - the path of education in the profession of public relations will need correction. It must be supplemented with the competences listed in this paragraph.

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