


Predictions for 2020 from Worldcom Public Relations Group Partners

Every year Worldcom draws on the knowledge of its 2000+ consultants to predict the environment that will face its clients in the year ahead. Inevitably, as a global partnership, many of these predictions have an international flavor. If you want to get a picture of what the communications landscape may look like in your own country, we have teams in over 115 cities around the world ready to talk to you.

We have the pleasure to present our predictions for 2020 and for the next decade. We hope they help increase the certainty of your success in the year ahead.

Predictions for 2020



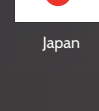
Crispin Manners - Onva Consulting

#ClimateToo

The #MeToo campaign showed that the expectations of leaders have changed forever. People expect leaders to take an active stance on the issues they care about. Being seen to do something active about climate change will be seen as a minimum requirement for every leader. Remaining passive on the subject will be brand damaging.

Confidence will become a brand asset


Faced by a permanent backdrop of uncertainty, consumers all over the world will be attracted to leaders and organisations that not only display confidence but inspire confidence too. This will see the rise of communications campaigns designed specifically to build a reputation for clarity of purpose and the plans to deliver it.



Jill Allread - APR, Public Communications Inc.

Traditional media will make a comeback

With more people coming to understand the negative societal impacts of fake news permeating social media, expect to see more people returning to, or seeking out traditional media outlets for their news source.



Shuji Hirose - AZ Worldcom Japan

Be ready for an Olympic and US election hangover


The Japanese economy, buoyed by the Olympics will see a slow down once the Olympics are over. The US presidential-election will have a negative impact on business



Chris Baldwin - True Digital Communications

Macro issues will dominate the agenda

Privacy and data collection, corporate sustainability and climate change will dominate the attention of leaders and the media.



Stephanie Paul - Phillips Group

Stakeholder activism on the rise


Stakeholders will expect companies to identify emerging risks from a societal perspective and then demonstrate statesmanship in delivering a more sustainable approach.

Automation will drive employee engagement

The automation of jobs in the workforce will have a significant impact on employee engagement and performance culture - as the workforce dynamics change.

2020 will be the year of the influencer

As the **Worldcom Confidence Index** shows, CEOs and CMOs will give influencers increased attention. This will mean organisations need to develop a strategic plan to engage with the influencer audience.




Niall Dolaghan, TQPR (Malaysia) Sdn Bhd

Attracting and Retaining talent will become a big issue

Attracting and retaining talent will become a bigger issue for clients in Malaysia during 2020, particularly as the Government continues to tighten up (and more strictly enforce) rules and requirements for expats and migrant workers. This is already a big issue in Malaysia, but I predict that this will become a much higher priority for corporate communications teams as the battle for talent heats up.

The China/US trade war, and the ongoing situation in Hong Kong, will continue to impact Malaysia, although the exact consequences remain unclear. While the impact of the trade war is generally perceived as being negative, in fact, for Malaysia there may be positive side effects with a boost to inward investment as capital seeks safer havens in the region, as well as tourism (which will also benefit from the 'Visit Malaysia 2020' campaign).


With strong consumer spending and a Government which I expect will start loosening its grip on the fiscal front (with a General Election looming into sight in a couple of years) I would expect 2020 to be a reasonably good year for Malaysia from an economic perspective. The main risk would be if the global economy tanks, as Malaysia is also very reliant on exports as one of its economic engines.



Stefan Pollack - The Pollack PR Marketing Group

2020 will be the Year of Gen Z


While we are already seeing brands take notice of the generation, in 2020 the conversation will fundamentally shift from Millennial to Gen Z as brands really begin to see a seismic shift in the marketplace. Brands will need to focus on authenticity and transparency in messaging and identifying how to make their messages valuable to younger audiences.



Todd Lynch - The Worldcom Public Relations Group

Global village will drive need for local insight


Although technology is bringing the world closer than ever before, challenges at the local level are increasingly diverse. This means global brands will seek out local insight and understanding (and thus confidence) of culture, politics, marketplace, economics and employee attitudes. **The Worldcom Confidence Index 2019** shows that what matters to leaders can vary greatly with geography and age and that a global approach will fail without a local strategy.



Roger Hurni, Off Madison Ave

A focus on Customer Experience


The vast majority of communications is going to be focused around the customer experience.



Björn Mogensen, Oxenstierna & Partners

The growth of alternative media

Alternative media as opposed to traditional will continue to grow as anti-establishment movements will continue to be strong.



Serge Beckers, Wisse Kommunikatie


The battle for talent

Employee training, recruitment and retention will continue to be a challenge.

Crises will become commonplace

Reputation crises will occur more frequently because of the increasing inability of media and media consumers to correctly assess actual news and filter out fake news.


Predictions for the decade



Stephanie Paul - Phillips Group

A decade of disruption

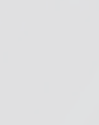
Leaders are bracing themselves for a decade of disruption. As Boomers retire, other generations will bring very different expectations to the workplace. The transformation of the energy sector and the increased use of data to solve big societal problems, are among the transformational shifts poised to hit the Australian and global economies. Over the next decade, there will be a tidal wave of technology innovation coming with no single technology driving this; rather it is the convergence of breakthrough technologies including cloud, AI, edge compute and 5G. The combination of technologies will propel the world forward.



Chris Baldwin - True Digital Communications

Breaking up Google

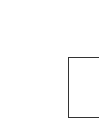
The scrutiny of global IT giants will increase, bringing with it pressure to protect the interests of consumers by breaking up the goliaths.



Jill Allread - APR, Public Communications Inc.

Gen Z will overtake Millennials for marketer attention

The new power -- Generation Zers, who want to be heard. Their desire for more independence will make them a unique audience to reach, and they won't rely solely on digital connections to make their point. Communicators who can speak effectively face-to-face will better connect with this new generation interested in using their command of technology and data to make what they consider to be positive social change. Reaching this generation of influencers will require accommodating their high expectations, since they already have Time-Magazine-cover-worthy leaders, including climate advocate Greta Thunberg and the Parkland shooting teen survivors. They are already comfortable at a podium communicating with strong, authentic voices to the world.



Crispin Manners - Onva Consulting

The decade of the employee

2020 will start the 'decade of the employee'. Five of the top six topics discussed by CEOs in 2019 (as reported in the **Worldcom Confidence Index**) related to employees. Business leaders will develop strategies to succeed from within by unlocking the innovative and service potential of their people. The application of neuroscience in the workplace will put people first as organisations strive to achieve their purpose.

Ella Hogan - Phillips Group

The decade of data privacy

2020 and beyond will see changes to the way data is used, shared, validated and secured, including via blockchain, big data, AI and machine learning. As a result, data privacy and protection will be more important than ever for consumers.

Roger Hurni, Off Madison Ave

A focus on personalization

Personalization is going to be more and more refined and the key thing communications firms will focus on.

Björn Mogensen, Oxenstierna & Partners

Closer media and marketplace

Media and marketplace will grow more closely together with new technology. For example, local media will become an interactive platform for news, business and leisure. The same will happen with trade media.

Niall Dolaghan, TQPR (Malaysia) Sdn Bhd

Consolidating media will focus on quality content

From the media perspective we predict that there will be some further consolidation and reduction in the total number of mainstream titles available. However, we expect the remaining titles to put more focus on producing accurate, trustworthy content - as opposed to just concentrating on speed and volume - which has been the trend over the previous decade.

Stefan Pollack - The Pollack PR Marketing Group

Focus on equality and universal access to human rights


We are exiting a decade of tumultuous change as we bridge into a new era with a new normal. The information age brought the sum total of all human knowledge to the world with limitless access and as a result, we are seeing a global democratization of society. As younger generations overcome the older paradigms, we will see a world focused on equality and universal access to human rights. Brands that are genuinely plugged into values that make the world better and that work to close the gaps between the haves and have-nots will find long-term success.

Why not assess your Communications performance by using Worldcom's free communications self-assessment tool <https://worldcomgroup.com/resources/communications-self-assessment-tool>

We are grateful to the following Partners for their contributions. If you would like a local view of what 2020 may hold, please contact them direct.



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