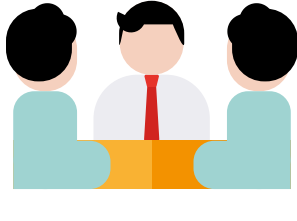




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2021 Predictions from Worldcom Public Relations Group Partners



PART 3: 2021 PR & LEADERSHIP / STRATEGY PREDICTIONS



Tricia Doyle
VP and Business Strategist
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Clients Must Have A Climate Action Plan

The confluence of a COVID-19 vaccine and a Biden victory will put climate change back on the front burner. The US will re-join the Paris Climate Accord, and companies will increasingly come under pressure to communicate what they are doing to alleviate or reduce their carbon footprint. This will matter to employees who increasingly are looking and examining their employers' purpose and if it aligns with their own personal values and purpose.

The Role Of Corporate Responsibility And CSR Communication Strengthens

The past year has shown that companies that have invested in responsibility have survived better than others. Next year, corporate management will be more strongly committed to the development of comprehensive corporate responsibility. Responsibility determines the strategic direction, links R&D, management and customer insight together. Themes of social responsibility such as diversity, equality, non-discrimination, workers' rights, pay issues, health and safety will rise alongside environmental issues.

The company's stakeholders, such as investors, suppliers, customers and employees, are placing greater demands on the implementation of corporate responsibility. In this development, corporate responsibility plays an important role as a mediator of information and an enabler of dialogue. Responsibility communication is not only an annual report, but rather means continuous, open and reciprocal interaction with stakeholders. The role of corporate responsibility communication is growing as an enabler of dialogue.



Maria Pecoraro
Marketing Advisor
Medita
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2021 – Emptying And Resetting The Closet

The crises associated with the global pandemic and social/racial unrest took place far enough into 2020 that most companies pivoted and adjusted – modifying existing plans by cutting budgets, changing approaches (in the case of events) or finding different ways of getting things done. I'd equate it to being told you need to downsize your closet and so you rearranged things as best as you could.

In 2021 the approach will be different – we will see many companies conduct a full evaluation of their programs and rather than simply adjust, they're going to empty the closet completely and reset everything in it – getting rid of some programs altogether and altering the mix of programs they do execute. As a result, demonstrating business value in communications has never been more important.



Matt Kucharski
President
Padilla
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connect with purpose

PR And Marketing Activities Will Remain An Important Part Of The Annual Business Planning

Many companies face difficult challenges, but that will not lead to a cutback in PR and marketing budgets. Especially in uncertain times like these, companies will be aware of how important the right communication strategy is for their future successes. Companies must therefore stay visible and be sure to adopt the right approach – right now and in the upcoming year as well.

In 2021, PR and marketing activities will continue to play an important role in developing the future strategy – but there will be an even bigger shift to online activities.



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Managing Director
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PR & MARCOM



Stefan Pollack
President & CFO
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the pollack group

Brands And Companies Will Need To Find Relevance

Pre-2020 communications tactics will not work the same in a post-2020 world. The world has entered a significant transition, and the long-term effects of that will start to become apparent over the next year. Sociopolitical currents will override almost everything else. To be successful, brands and companies must find ways to be relevant to their stakeholders and consumers during this time by creating meaningful interactions and solutions to what they need. To do this best, be helpful; brands and companies need to find ways to help, make a difference, and lift their communities.

Ethics As The Value Of Communication

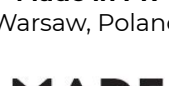
The future and professionalism of a PR agency will mainly be expressed in ethics. The ethics of content and activities will become more and more important. As reputation and image advisors, we take responsibility for the preparation and distribution of valuable and proven information, based on reliable sources and verified data.

Rebuilding An Overvalued Business

We are currently in the survival period. We observe the impact of previous decisions on the changing reality and world around us. The 'building era' will be the next step into the future and communication will play a key role in the smooth running of processes. New strategies and tactics will include actions based on sustainable development and human consent both with hi-technology and with nature.



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CEO
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London, UK



Profit With Purpose – The New Norm

Values-based businesses – those that have genuine purpose at the heart of their brands – were on the rise before the pandemic. And this has continued unabated since the coronavirus hit home, reflected by the fact that the companies that have come out on top during this crisis are those that have been communicating with purpose. The coronavirus has created a more humane and community-led world. Doing the right thing and being true to one's values when communicating and engaging with key stakeholders will therefore be the new norm in 2021.

There are many great examples of purpose-led communications in the last few months but one of the most powerful was from Nike. The company put the message out that 'now more than ever, we are one team' with the hashtags #playinside #playfortheworld and a punchline – 'if you've dreamed of playing for millions around the world, now is your chance'.

Act Positively To Help Communities, Customers And Employees

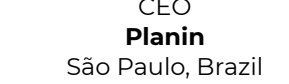
Brands will need to deliver value/purpose to their consumers to build a relationship of trust and loyalty. They must offer something much greater than their products or services – something that really inspires the consumer. Research shows that during the pandemic, 79% of people prefer companies that act positively to help communities, customers or employees.

Agility Was And Will Continue To Be A Priority For Business

Because of the pandemic, companies had to adapt to digital, driving more and more innovative technologies. Therefore, in 2021, marketers will need to invest in new digital tools to make marketing more agile, improving the customer experience and quickly meeting consumer expectations.



Angélica Consiglio
CEO
Planin
São Paulo, Brazil



Are female leaders better at handling crises?

The 2020 Worldcom Confidence Index (WCI) found that the stand-out change since 2019 is the rise in confidence of female leaders by seven percent and the decline in confidence of male leaders by the same figure. As this covers the pandemic period, the result suggests that female leaders are more confident about handling a crisis than their male peers. Despite the upward shift in confidence for female leaders, overall global confidence in the C-suite declined by eight percent from 2019. The WCI findings provide valuable insights to help organizations plan for the coming year.

The WCI is a living study that uses a breakthrough approach powered by artificial intelligence (AI), which allows us to discover the issues that concern leaders globally – and their confidence levels in addressing them. Topics and sentiments are drawn from online conversations of **over 54,000 CEOs and CMOs around the world**.

In the 2020 report, we provided results for 36 countries compared to 15 in 2019. We expect this to grow to 46 countries by the end of 2020. We are confident that the insight delivered by the WCI will enable organizations to develop key strategic campaigns that create a meaningful impact in 2021.



**See The Full Results Of
The 2020 WCI Report**

Every year Worldcom Public Relations Group draws on the expertise of its **2000+ communications professionals** 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 **115 cities, in 49 countries on six continents**, ready to talk to you.

We hope these will help increase the certainty of your success in the year ahead.

For more information on Worldcom please contact:

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