



WORLD.COM
Public Relations Group

2021 Predictions from Worldcom Public Relations Group Partners



PART 4:

2021 PR & SECTOR TRENDS PREDICTIONS



Serge Beckers
Managing Partner
Wisse Kommunikatie
Arnhem, Netherlands



wissekommunikatie

Public Interest In Healthcare Sector Will Continue To Grow In 2021

Communication wise, the COVID-19 impact on 'healthcare' has been higher than on other sectors, the pandemic having held the media in its iron grip basically since the beginning of 2020.

This peak in communications and attention has drastically increased public interest in healthcare, in all its facets. And this interest is very likely to remain high. Healthcare influencers will continue to gain importance, b2c healthcare communication campaigns can practically skip the awareness phase, and media will be more interested than ever in innovations in the healthcare sector.

All these developments will make it much easier for healthcare companies to be heard in 2021. Provided that they continue to write about the benefits of their products for the public instead of simply writing about their products.

Tech's New 'Wow' Factor Will Be In Its Service To Society

The tech sector will face a stark new landscape in 2021. Technology companies have seen their fortunes rise dramatically as the pandemic sent millions into lockdown, driving insatiable demand for collaboration tools, apps, cloud, AI, and security. Now governments worldwide are turning up the heat to regulate on multiple fronts – consumer privacy, anti-competitive monopolies, and national security fears such as Chinese-controlled tech. The time for tech to demonstrate it is working in for the betterment of society is now.

Communicators will be wise to connect their brands to the greater good. Don't simply rely on the technology's 'wow factor' to carry your story. Tell us why it matters for our world's future – such as fighting future pandemics, driving equity in education, reducing energy consumption, or improving public safety. These will be the tech stories people want to hear, and share, in 2021.



John Raffetto
CEO
Raffetto Herman Strategic Communications
Seattle & Washington DC, United States



RAFFETTO HERMAN
STRATEGIC COMMUNICATIONS



Chris Lawrance
Managing Director
JBP PR & Parliamentary Affairs
London, UK



Delivering Effective Communications in the Logistics Industry

Business supply chains have been significantly challenged by the pandemic and this has in turn provided logistics providers with major new opportunities to support their customers' through the crisis and beyond.

The logistics businesses that will emerge as the winners from the coronavirus in the next year and beyond will be those who successfully get the messages over about continuously investing in strengthening the resilience and enhancing the visibility of their supply chains. This can be achieved through the introduction of new AI-based technologies and the Internet of Things, which are changing the face of supply chain management and enabling the sector to respond to significant events such as the pandemic.

E-commerce Will Require Strategic Attention And A Dedicated Approach In The Post-Covid-19 Era

E-commerce will increasingly lead the scene, so consumer brands will have to invest as much as possible into boosting this part of their business model and into promoting it through original and compelling PR strategies, tactics and initiatives to really stand out among competitors and catch users' attention.



Diego Biasi
Founder & CEO
BPRESS
Milan, Italy



BPRESS



Shuji Hirose
Founder & CEO
AZ. Worldcom Japan
Tokyo, Japan



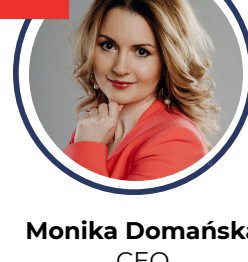
The Emergence Of A New Communications Language That Transcends Multiculturalism... Programming Language

Until now, English has been the dominant language among the multinationals. However, today's widespread use and evolution of information technology has led to the emergence of a new common language that is superior to English in the quest for multicultural relevance - programming language. Developers from multiple countries will use this programming language to come up with ideas for these applications and software.

For example, young engineers from three countries have succeeded in infographics to show the relationship between the number of corona cases and temperature on a computer screen. The idea came from a young Japanese man, who was not fluent in English, who proposed an idea of using programming language. Two young men from India and Nigeria, who could understand the language, collaborated to complete the infographics. It is communication without speech, and not affected by differences in native language. We will see more new and advanced communication exchanges with programming language in the near future.

Ethics As The Value Of Communication

The future and professionalism of a PR agency will mainly be driven by 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.



Monika Domańska
CEO
Made in PR
Warsaw, Poland



Madeline Kline
Content Marketing Associate



Tony Fanizzi
Content Marketing Practice Lead

True Digital Communications
Ohio, United States



Treat Customers Like Royalty

Customer service in the B2B and B2C world, and even among marketing agencies, will experience a sharp divide. Companies that put the effort into personalization and timely service will secure trust, maintain relationships and quickly shadow the complacent. Even if production is low or staff is limited, customers still expect an engaging and thoughtful experience with brands. Companies need to be adaptable to be successful.

Industry sector confidence table points to the winners and losers of the pandemic

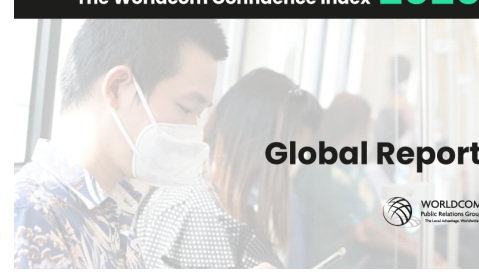
The 2020 Worldcom Confidence Index (WCI) shows the confidence scores for the 11 industry sectors indicate which sectors may be most negatively affected by the pandemic and beyond.

The energy sector has the lowest confidence level. Sectors like IT, which performed strongly as organizations shifted the way they operated during the pandemic, have higher confidence. 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.

The Worldcom Confidence Index **2020**



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.

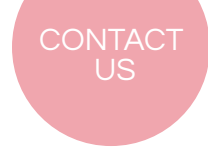
For more information on Worldcom please contact:

toddlynch@worldcomgroup.com

For regular updates and insights, why not follow us on



If you would like to receive helpful insights and other white papers and reports, sign up by using this [LINK](#)



WORLD.COM
Public Relations Group