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Public Relations Group
The Local Advantage. Worldwide.



WORLD.COM
CONFIDENCE
INDEX

The New Interactive Worldcom Confidence Index




The recording of this presentation is available under this link:

[HTTPS://WWW.DROPBOX.COM/T/Y000JX3K3BX6XMNN](https://www.dropbox.com/t/Y000JX3K3BX6XMNN)



Worldcom Confidence Index

The Worldcom Confidence Index (WCI) is the first AI-driven 'living' global market research, tracking the topics that over 80,000 CEOs and CMOs are commenting on online. It identifies how engagement levels with topics change each month. And it identifies how much the level of confidence leaders have for each topic has changed.



Worldcom has invested in this breakthrough research to help organizations all around the world to keep up to date with current issues. The fresh insight we provide each month is designed to enable organizations of all sizes to focus their communications on changing priorities.

Anyone can use this data to inform their communication strategies and shape their communication actions. By acting on the trends we uncover, we believe you will be able to inspire confidence and belief among your audiences that you are taking the right action.

Content

1. Introduction – **Slide 5**
2. What has changed? - **Slides 6-12**
3. Monthly data – **Slides 13-35**
- **Partner Login details - Slide 13**
4. How to use this to your advantage – **Slides 36-40**
5. October story – Released November 18th – **Slides 41-53**

Some key facts

1. The world's LARGEST monthly study of what the C Suite is talking about – over 100,000 executives
2. The ONLY GLOBAL study that shows the change in confidence across a range of business topics
3. Data shown for 42 countries and 6 regions
4. The FIRST to use AI-supported research techniques – a key factor to accentuate
5. No question bias – just what CEOs are talking about
6. The ONLY one to provide monthly data
7. Interactive Data Visualization online

How do others compare?

1. Edelman Trust Barometer

33,000 consumers in 28 countries

2. PWC CEO survey

1779 CEOs in 100 countries.

3. KPMG 2021 CEO Outlook

500 in 11 countries

All survey based



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What has changed?



What has changed?



1. All the results now presented by Tableau data visualization – initially just for Partners
2. Topics updated to include trending issues like DEI, ESG, Hybrid working etc
3. Data is 'normalised' by reporting per 100,000 of the sample population
4. Private site for Partner use – to make it easy to create tailored content for you agency marketing and thought-leadership
5. Increased Active sample size – Now over 80,000 CEOs and CMOs drawn from over 100,000 from the C-Suite
6. Improved quality of data
7. Anyone in your team can access live data via password protected link
8. New logo to make WCI a distinctive brand asset (DBA) – **please use it**

What has changed?



1. Because we are measuring the **change** in confidence month by month, many of the movements will be quite small. But even changes of a 1 or 2 percent will be significant
2. You can filter by industry. So, if you have an industry specialisation, e.g. IT, you may be able to surface stories relevant to that sector.
3. You may also see quite big shifts at a country level.
4. Sometimes the decline in confidence in a single topic may be the foundation for a story. For example, hybrid working had the biggest decline in confidence in October – down 1.72% globally.
5. Sometimes it will be the change in engagement levels that is the foundation for a story. For example hybrid working moved up two places to the #8 topic globally in October.

Partner dashboards

Partner view – a private page only accessed by partners

- You can see global and local results
- This is to enable you to build your own local story for your country or region
- You can download the data in a range of formats from Images to PPT to PDF and Excel
- **We recommend that you download the data you need each month so you can make comparisons between months. The live data will only show the current month's data**

How has the quality of the data improved?

1. The margin of error of ASI's calculation has been minimized (a function of Polly continuing to learn)
2. ASI now uses the Active sample size instead of total sample size which increases the precision of the data (reduces margin of error)
3. New topics have been added, including DEI, ESG and hybrid working
4. More executives have been added to the global sample
 - The total research population size is 554,882.
 - The total sample size is 254,352
 - The Active sample size for this project run this month is 101,284.
 - The extrapolation methodology takes into account the Active sample size and Population size breakdowns by regions/country.

Definitions

1. **Engagement** – The number of CEOs and CMOs talking about the topics on social media. Engagement values are calculated by using data from the last 12 months
2. **Engagement per 100,000** - The number of CEOs and CMOs per 100,000 of the sample population talking about the topic on social media. The data is presented in this format so that comparisons can be made between the various countries. The ‘raw’ engagement levels are higher. For example, in October the ‘raw’ number of execs engaged with DEI was 41,746 but the ‘normalised engagement per 100,000 was 3,762
3. **Confidence** – Level of confidence change is calculated through natural language processing techniques that analyse the sample’s conversations per topic over time and comparatively against each of the other key business topics. The numbers you see on charts are the change in confidence levels. For example, the confidence in use of technology has increased by 3.12% since the last time we measured confidence.
4. **Active Sample** - The research uses an Active sample for the calculations. Active Sample means the amount of people from our sample that were on the internet during the time interval of the study
5. **Population** - Usually, the population size is the census population of the region/country of any sample. However, for this project (since the population of global c-suite is unknown), we take the total number of executives that the data source we used to create this sample provided as the population size – in this case 554,882

What do the Global tabs show?

1. The level of engagement for CEOs and CMOs across 20 topics for the month just ended – in this case October 2021
2. It identifies the change in Global Confidence monthly
3. It identifies how much the level of confidence that CEOs and CMOs have for each topic has changed since the last time it was measured – in this case October 2021
4. The data filtered by 2 roles, 11 sectors, 42 countries and 6 regions
5. Trends in engagement levels over the previous 6 months
6. All data is refreshed monthly – so we should encourage contacts to visit every month to see what has changed
7. Further enhancements may be added

Worldcom Confidence Index - Partner View

Available via a private page on the Worldcom website:
<https://worldcomgroup.com/confidence-index/partner-portal/>

1. To access the page directly click this [LINK](#)
2. Log in with the following details:
 1. USERNAME: **WorldcomPartner**
 2. PASSWORD: **WCI123**

There are 80 tabs you can use
6 for global information and 74 for regional and local information

Worldcom Confidence Index – Global

Once you are logged in to the dashboard, click this

[LINK](#)

There are 6 tabs you can use

The Topic Engagement Monitor

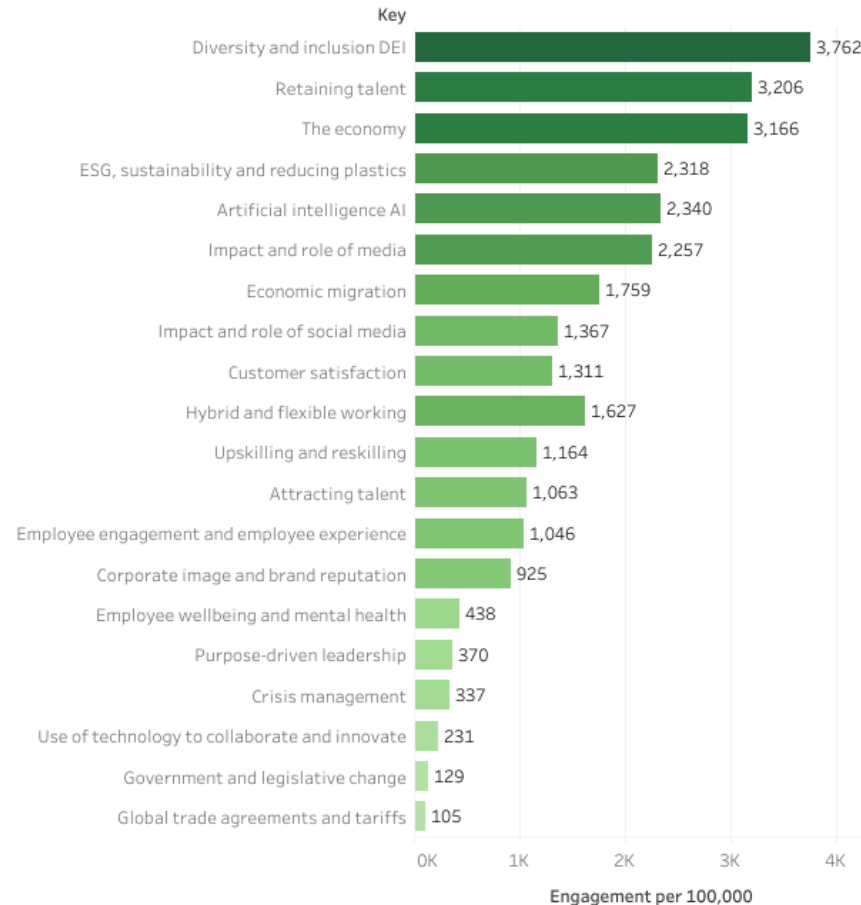
- Shows global engagement levels by 20 topics, 11 industries and CEO/CMO
- Some new topics like DEI, Hybrid working, ESG...
- All data can be filtered by clicking on the bar. Click on bar again to bring back original data
- Can also filter by country and Region – smaller samples

Worldcom Topic Engagement Monitor	Worldcom Stakeholder Engagement Monitor	Worldcom Confidence Index (by Topic)	Worldcom Confidence Index (by Stakeholder..)	Worldcom Trends Monitor (by Topic)	Worldcom Trends Monitor (by Stakehol..)
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Worldcom Business Topics Engagement Monitor

The Relevance of Key Business Topic Areas to the Global C-Suite.

Number of CEOs and CMOs Discussing Key Business Topic Areas (Global C-Suite Sample)



Description Sample

Global Sample of CEOs and CMOs gleaned from social media.

Filter Overall Engagement by Role and Geography:

Role	
CEO	58,996
CMO	17,171

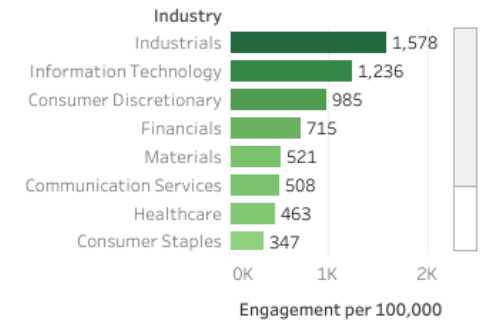
Interactive Graphs

Select a bar on any graph or use (geographical and role-based) filters to adjust the dashboard to show data relevant only to the topic, industry or ..

Region Selection
All

Country Selection
All

Filter Engagement by Industry (by selecting the bars below)



Metric Definitions

Engagement: The number of CEOs and CMOs talking about the topic on social media. Engagement values are calculated using data from the past 12 months.

Engagement per 100,000: The number of CEOs and CMOs per 100,000 of the sample population talking ..

The Stakeholder Engagement Monitor

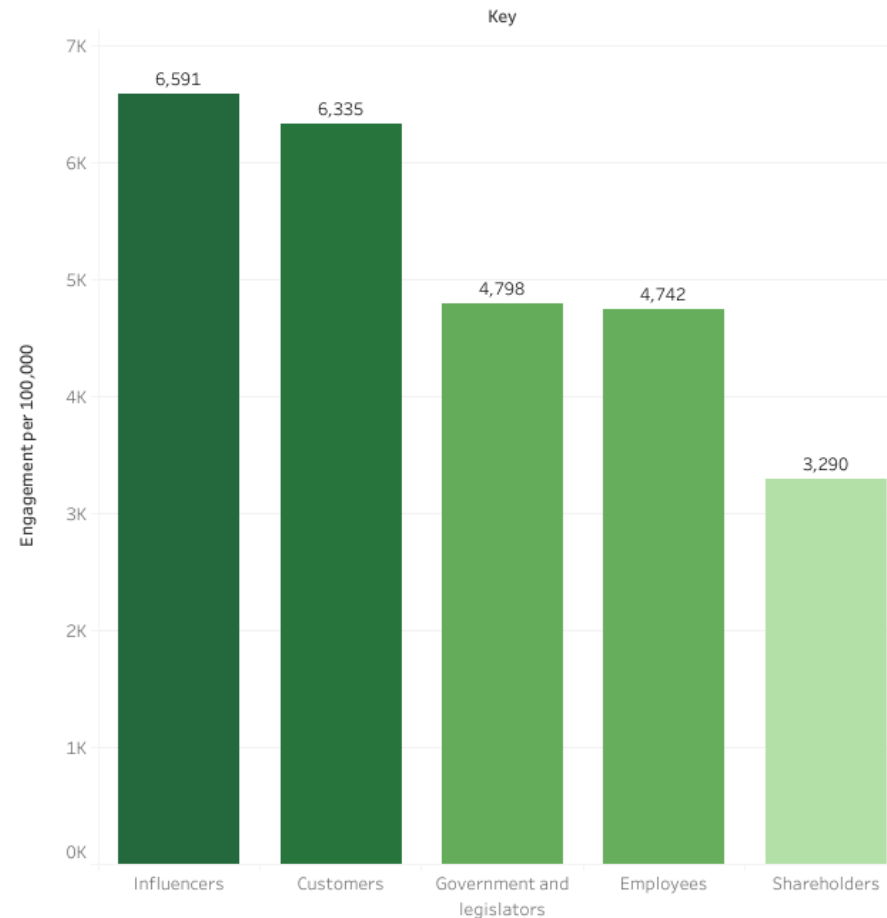
- Shows global engagement levels of CEOs and CMOs discussing the importance of key stakeholders
- All data can be filtered by clicking on the bar. Click on bar again to bring back original data
- Can also filter by country and Region – smaller samples

Worldcom Topic Engagement Monitor	Worldcom Stakeholder Engagement Monitor	Worldcom Confidence Index (by Topic)	Worldcom Confidence Index (by Stakeholder..)	Worldcom Trends Monitor (by Topic)	Worldcom Trends Monitor (by Stakehol..)
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Worldcom Business Stakeholder Engagement Monitor

The Relevance of Key Business Stakeholders to the Global C-Suite.

Number of CEOs and CMOs Discussing the Relevance of Key Stakeholders (Global C-Suite Sample)



Description

Sample

Global Sample of CEOs and CMOs gleaned from social media.

Filter Overall Engagement by Role and Geography:

Role	Count
CEO	58,996
CMO	17,171

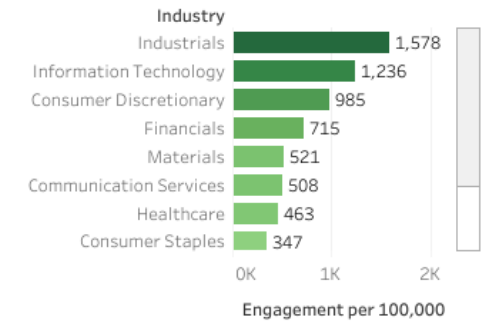
Interactive Graphs

Select a bar on any graph or use (geographical and role-based) filters to adjust the dashboard to show data relevant only to the topic, industry or ..

Region Selection
All

Country Selection
All

Filter Engagement by Industry (by selecting the bars below)



Metric Definitions

Engagement: The number of CEOs and CMOs talking about the topic on social media. Engagement values are calculated using data from the past 12 months.

Engagement per 100,000: The number of CEOs and CMOs per 100,000 of the sample population talking ..

The Confidence Index by Topic

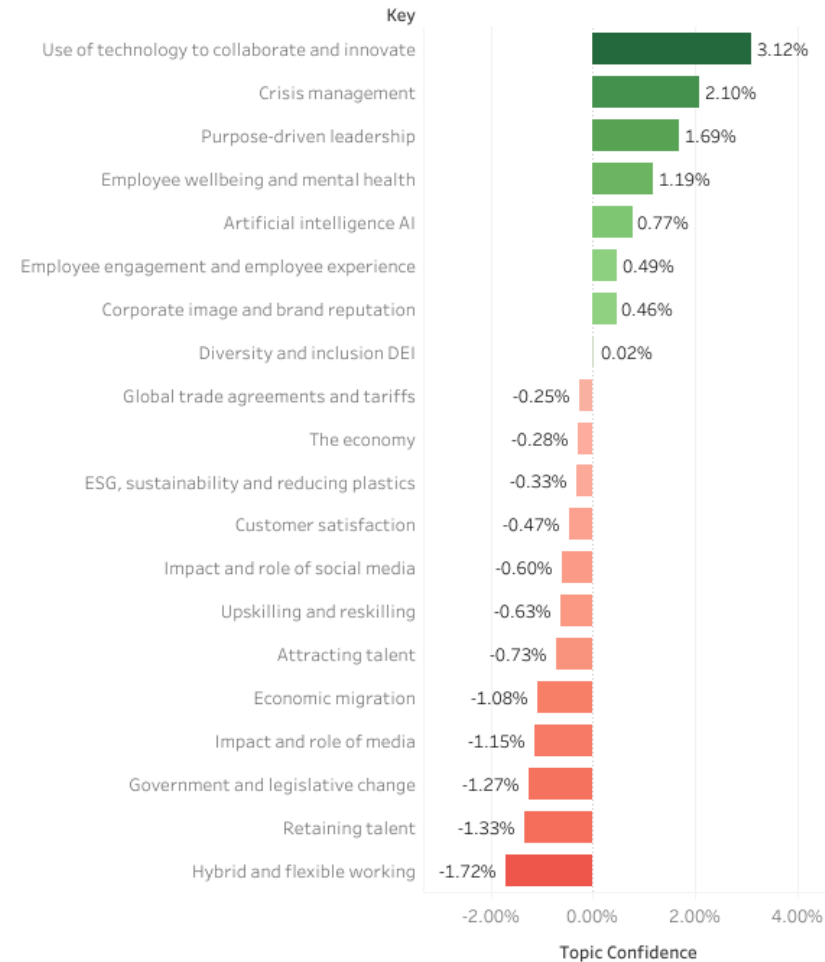
- Shows the change in global confidence levels by 20 topics, 11 industries and CEO/CMO since the last time it was measured (monthly)
- The change in overall confidence can be seen in the top right corner – for October = +3.8%
- Increase or Decline in Confidence now shown
- All data can be filtered by clicking on the bar. Click on bar again to bring back original data
- Can also filter by country and Region – smaller samples
- Shows the change in global confidence levels. For example, CEOs and CMOs are 3.12% more confident than last month about the use of technology to collaborate and innovate. Or, CEOs and CMOs are 1.72% less confident about Hybrid and flexible working since last month.

Worldcom Topic Engagement Monitor	Worldcom Stakeholder Engagement Monitor	Worldcom Confidence Index (by Topic)	Worldcom Confidence Index (by Stakeholder..)	Worldcom Trends Monitor (by Topic)	Worldcom Trends Monitor (by Stakehol..)
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Worldcom Confidence Index (by Business Topic)

Overall Average CI 0.03846 (3.8..)

Confidence Level of CEOs and CMOs for Key Business Topics



Description

Sample: Global Sample of CEOs and CMOs gleaned from social media.

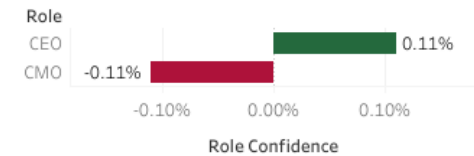
Geographical Filters:

Country Selection All

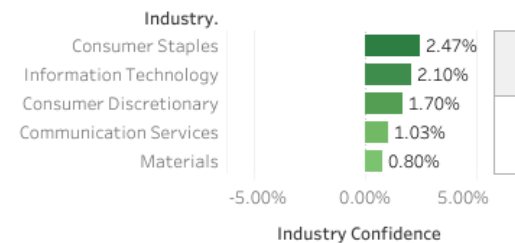
Region Selection All

Interactive Graphs: Select a bar on any graph, or use filters, to adjust the dashboard to show data relevant only to the topic, industry or region selected...

Filter Confidence by Role



Filter Confidence by Industry (by selecting the bars below)



Confidence Metric Definition

Level of confidence is calculated through natural language processing techniques that analyze the sample's conversations per topic over time and comparatively against each of the other key business topics. ...

The Confidence Index by Stakeholder

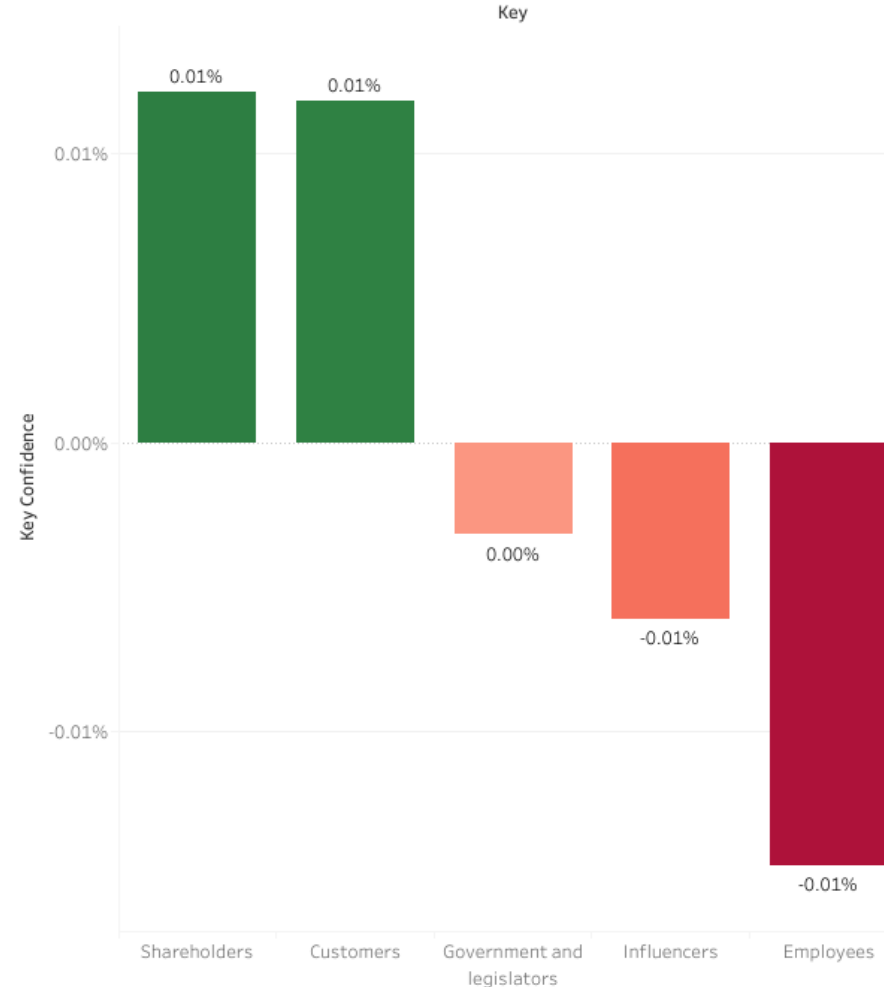
- Shows the change in global confidence levels by 5 audiences, 11 industries and CEO/CMO
- Increase or Decline in Confidence now shown
- All data can be filtered by clicking on the bar. Click on bar again to bring back original data
- Can also filter by country and Region – smaller samples
- Shows the change in global confidence levels. For example, CEOs' and CMOs' confidence about connecting with Employees has declined by 0.01% since the previous month.

Worldcom Topic Engagement Monitor	Worldcom Stakeholder Engagement Monitor	Worldcom Confidence Index (by Topic)	Worldcom Confidence Index (by Stakeholder..)	Worldcom Trends Monitor (by Topic)	Worldcom Trends Monitor (by Stakehol..)
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Worldcom Confidence Index (by Stakeholder)

Monthly Change in the Confidence or Concern Levels of CEOs and CMOs for Key Business Topics ..

Confidence Level of CEOs and CMOs related to Key Stakeholders



Description

Sample: Global Sample of CEOs and CMOs gleaned from social media.

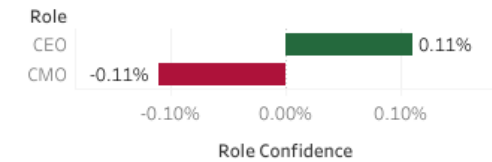
Interactive Graphs: Select a bar on any graph, or use filters, to adjust the dashboard to show data relevant only to the topic, industry or region selected...

Geographical Filters:

Country Selection
All

Region Selection
All

Filter Confidence by Role



Filter Confidence by Industry (by selecting the bars below)



Confidence Metric Definition

Level of confidence is calculated through natural language processing techniques that analyze the samples conversations per topic over time and comparatively against each of the other key business stakeholders.

The Topic Engagement Trends Monitor

- Shows global engagement trends for the last 6 months by 20 topics
- Shows levels of engagement and how these change over time (scroll down to see all topics)
- At first look some lines will look reasonably flat. But check out the vertical axis on each chart and you will see different volumes of engagement by topic
- Hover over line to see engagement numbers for each month. These numbers are for the research population not the Active sample
- Best to download as a crosstab file:

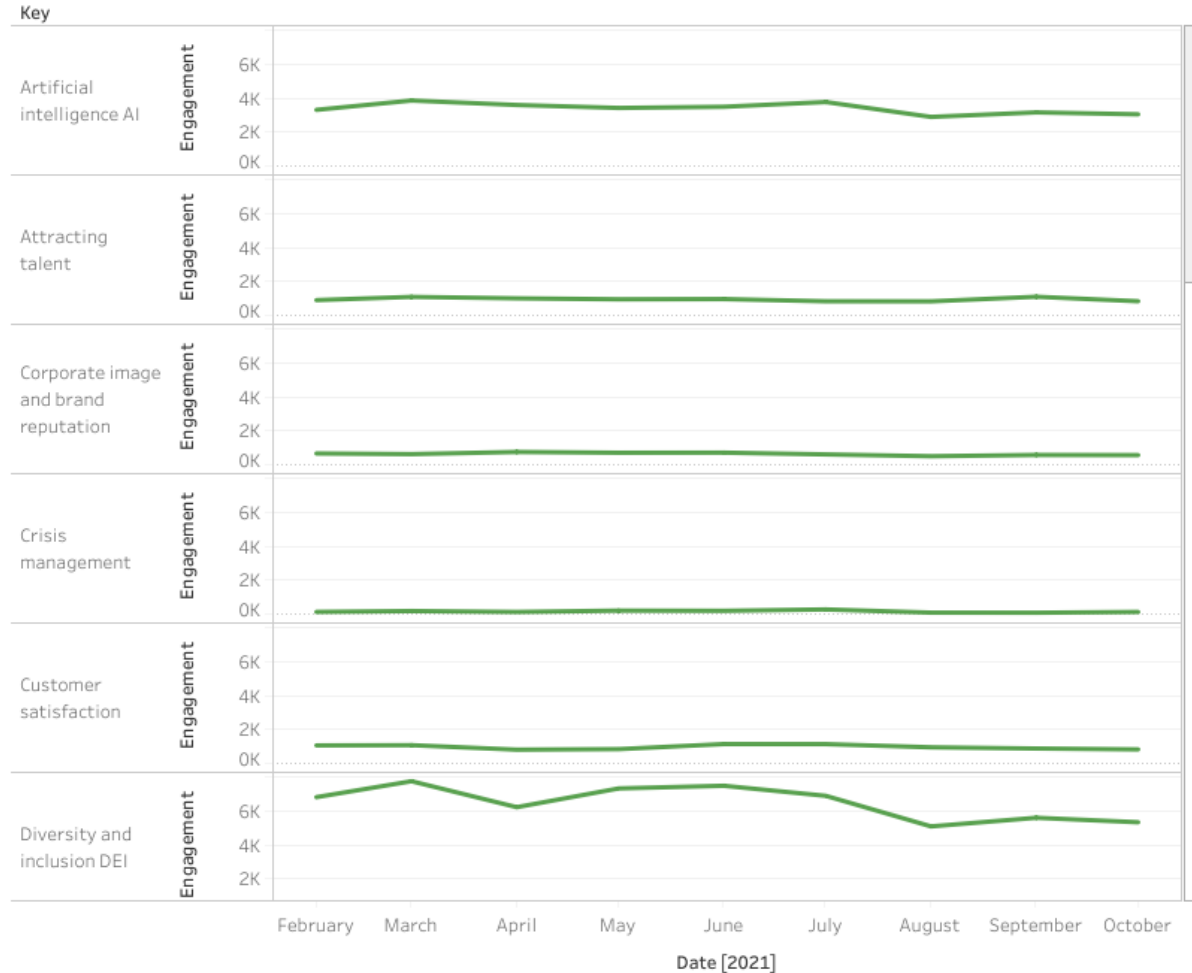
Key	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
Artificial intelligence AI	3,312	3,858	3,597	3,425	3,492	3,771	2,898	3,163	3,052
Attracting talent	914	1,104	1,018	963	975	845	841	1,112	848
Corporate image and brand reputation	680	641	767	722	728	626	519	592	582
Crisis management	146	197	143	222	211	292	104	98	143
Customer satisfaction	1,076	1,088	826	857	1,154	1,151	964	894	842
Diversity and inclusion DEI	6,794	7,729	6,207	7,305	7,462	6,873	5,081	5,587	5,324
Economic migration	2,363	2,730	2,416	2,248	2,319	2,192	2,249	2,268	1,802
Employee engagement and employee experience	767	816	892	1,045	1,013	728	685	780	720
Employee wellbeing and mental health	280	292	264	368	284	218	249	310	310
ESG, sustainability and reducing plastics	3,622	3,607	3,652	3,347	3,379	3,306	2,762	3,238	3,255
Global trade agreements and tariffs	27	41	45	68	59	53	11	53	18
Government and legislative change	58	101	59	116	90	46	27	70	52
Hybrid and flexible working	1,036	1,314	968	843	1,034	944	916	799	561
Impact and role of media	2,705	2,516	2,666	2,582	2,791	2,334	2,336	2,214	2,192
Impact and role of social media	752	788	799	2,045	2,364	2,147	481	524	555
Purpose-driven leadership	343	192	236	231	267	275	89	237	144
Retaining talent	4,151	4,389	3,856	3,779	3,586	3,680	3,809	3,547	3,245
The economy	4,699	4,624	4,208	4,980	4,809	4,609	3,344	3,821	3,717
Upskilling and reskilling	853	1,059	1,108	902	939	914	791	871	711
Use of technology to collaborate and innovate	140	261	197	157	128	206	130	136	144

Worldcom Topic Engagement Monitor	Worldcom Stakeholder Engagement Monitor	Worldcom Confidence Index (by Topic)	Worldcom Confidence Index (by Stakeholder..)	Worldcom Trends Monitor (by Topic)	Worldcom Trends Monitor (by Stakehol..)
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Worldcom Trends Monitor (by Topic)

Engagement Trends for Key Business Topic Areas for the Past Six Months

Engagement Trends: Key Business Topics



Filters:

Region Selection
All

Country Selection
All

Industry Selection
All

Description

This dashboard outlines longitudinal trends in engagement per 20 key business topic areas. Use the side bar to scroll down to see the remaining topics.

Sample: Global Sample of CEOs and CMOs gleaned from social media.

Engagement Definition: The number of CEOs and CMOs talking about the topic on social media at that point in time.

Interactive Graphs: Use the above filters, to adjust the dashboard to show data relevant only to the industry or region selected.

**If after applying a filter a graph becomes disjointed, this is due to insufficient engagement to register ..*

The Stakeholder Engagement Trends Monitor

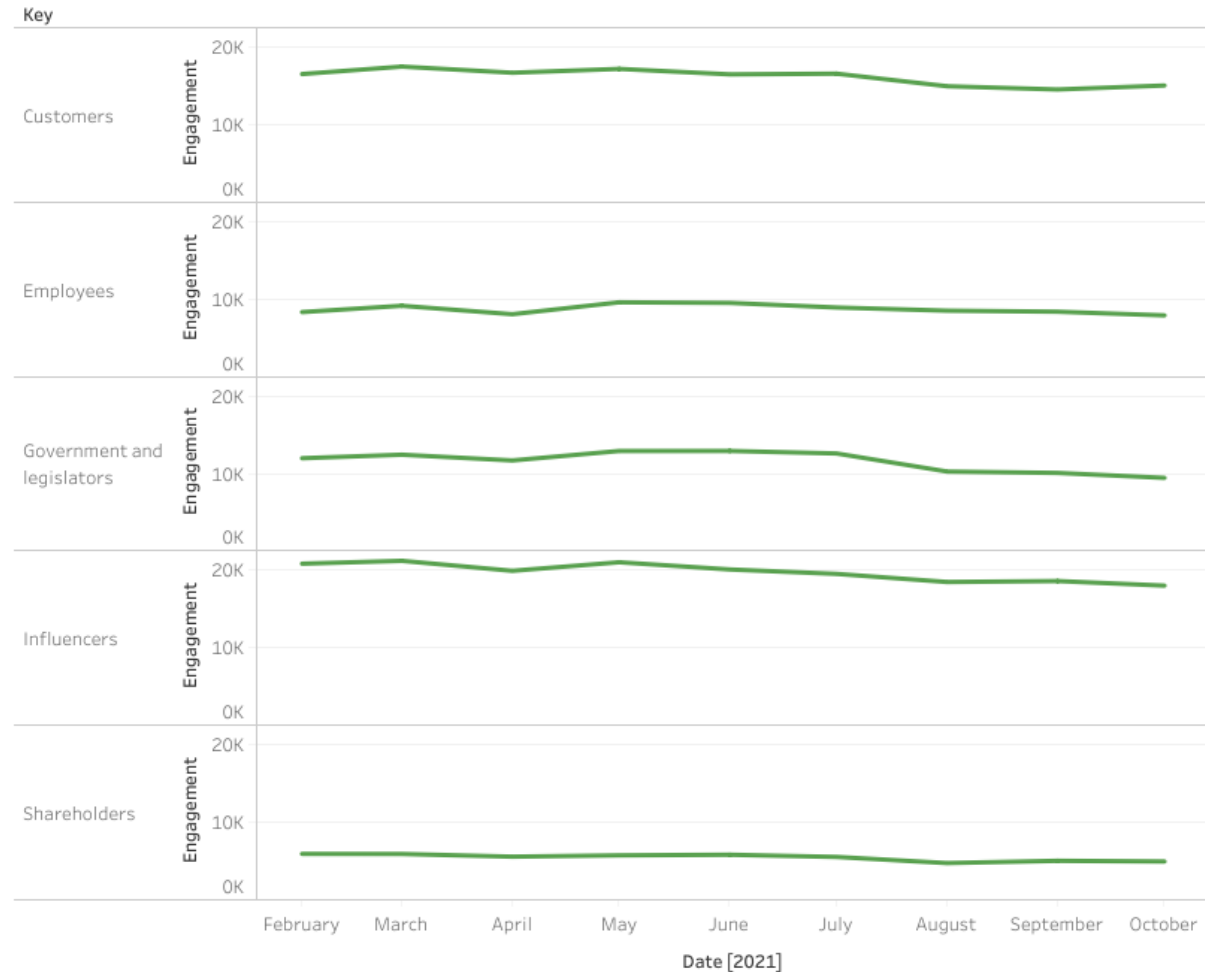
1. Shows global engagement trends for the last 6 months by 5 Key Stakeholders
2. Shows levels of engagement and how these change over time
3. Hover over line and can see engagement numbers. These numbers are for the research population not the Active sample
4. Best to download as a crosstab file

Worldcom Topic Engagement Monitor	Worldcom Stakeholder Engagement Monitor	Worldcom Confidence Index (by Topic)	Worldcom Confidence Index (by Stakeholder..)	Worldcom Trends Monitor (by Topic)	Worldcom Trends Monitor (by Stakehol..)
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Worldcom Trends Monitor (by Stakeholder)

Engagement Trends for Key Business Stakeholders for the Past Six Months..

Engagement Trends: Key Stakeholders



Filters:

Region Selection
All

Industry Selection
All

Country Selection
All

Description

This dashboard outlines longitudinal trends in engagement per key business stakeholder over the past six months.

Sample: Global Sample of CEOs and CMOs gleaned from social media.

Engagement Definition:

The number of CEOs and CMOs talking about the stakeholder on social media at that point in time.

Interactive Graphs: Use the above filters, to adjust the dashboard to show data relevant only to the industry or region selected.

**If after applying a filter a graph becomes disjointed, this is due to insufficient engagement to register at that point in time...*

Worldcom Confidence Index – Regional and Local

Once you are logged in to the dashboard, click this
[LINK](#)

There are 77 tabs you can use

There are 74 screens – use slider to navigate quickly

1. Overview screens
2. Region screens
3. Country screens
4. Country rankings by topic



What do the Regional and Local tabs show?

1. **Quick look data for engagement and confidence in your country** without filtering.
For example the tab for Brazil is #11
2. Gives you localised detail to give you the insight you need to stand out in your market
3. The level of engagement and change in confidence levels for CEOs and CMOs across 20 topics for the month just ended – in this case October 2021
4. Partners have a choice about whether to focus on engagement, confidence or both
5. Remember you can get a country view by Industry and Role in the Global tabs

Active data by Region

6 Regions

Regional Engagement and Confidence by Topic

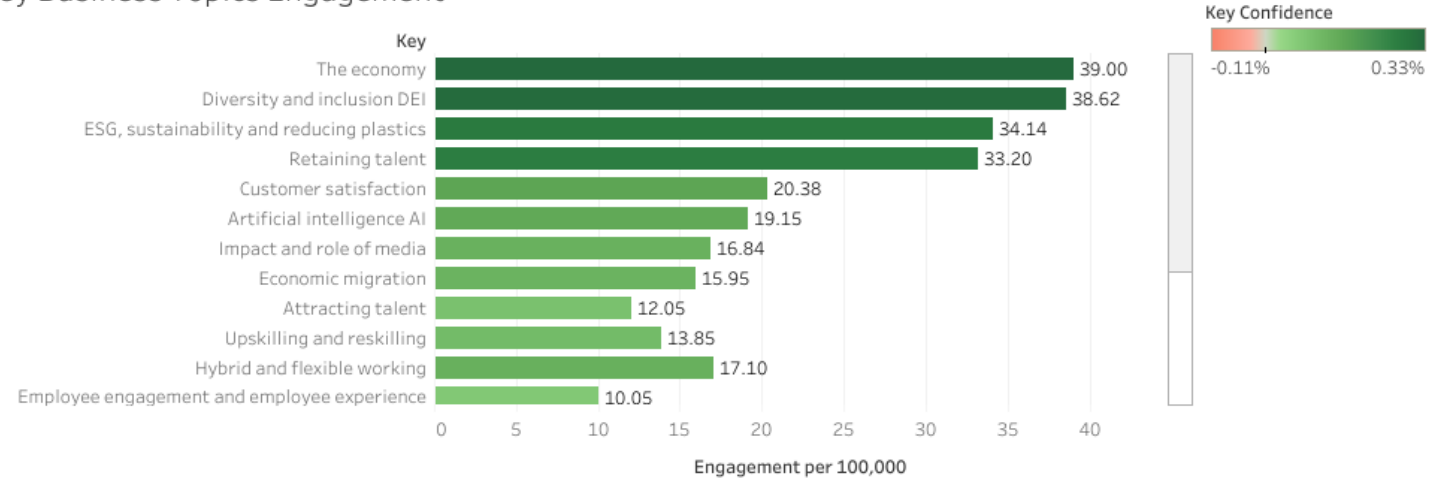
- Shows regional engagement (per 100,000 of research population) and change in confidence levels by 20 topics
- No filtering
- Use scroll bars to see full list of topics
- Not all regions have data for all topics every month
- Where data is shown the Active Sample is representative of the CEO community in that country/region

Worldcom Global Business Confidence and Engagement Overview

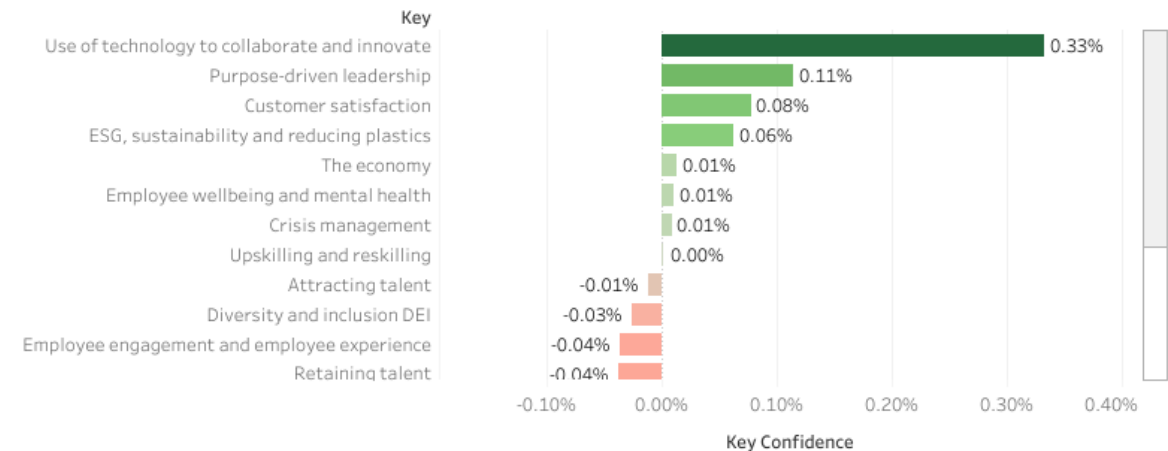
Worldcom Engagement Mo..	Worldcom Confidence Index	1. Region Overview Slide	2. Africa	3. Asia	4. Australasia	5. Europe
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Africa - Key Business Topics - Engagement and Confidence Levels

Key Business Topics Engagement



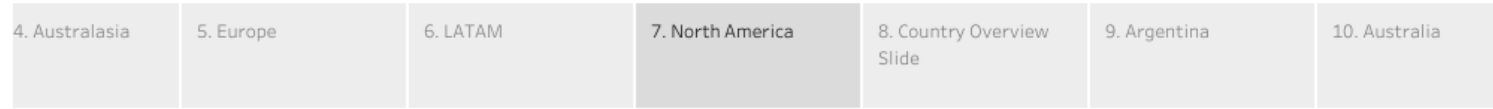
Key Business Topics Confidence



Regional Engagement and Confidence by Topic

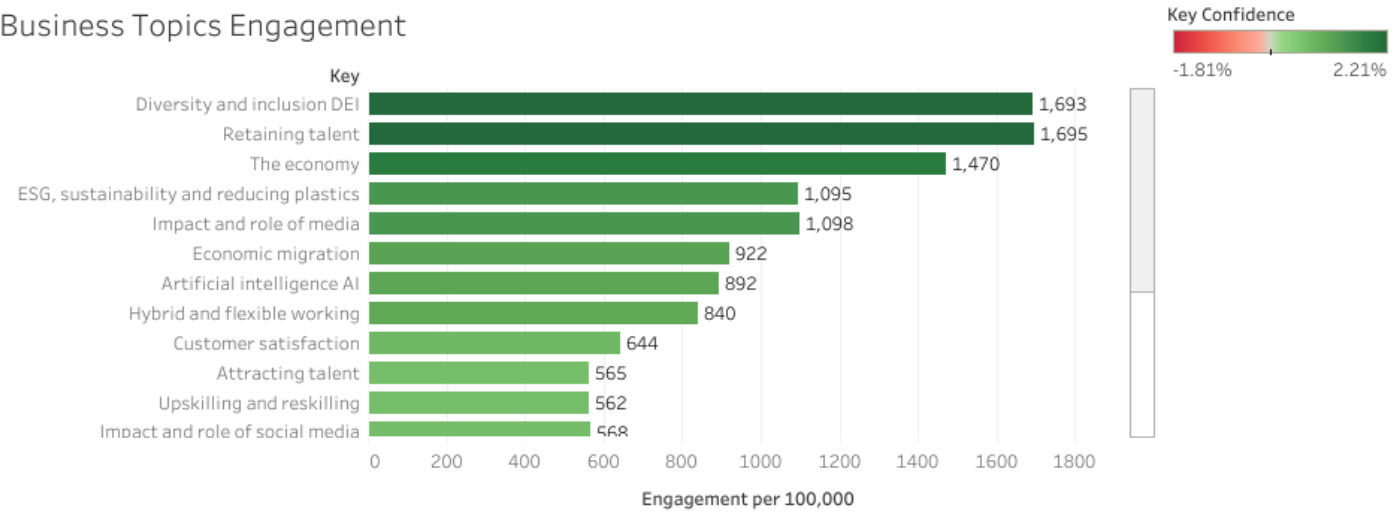
1. Can view all 6 regions to see differences

Worldcom Global Business Confidence and Engagement Overview

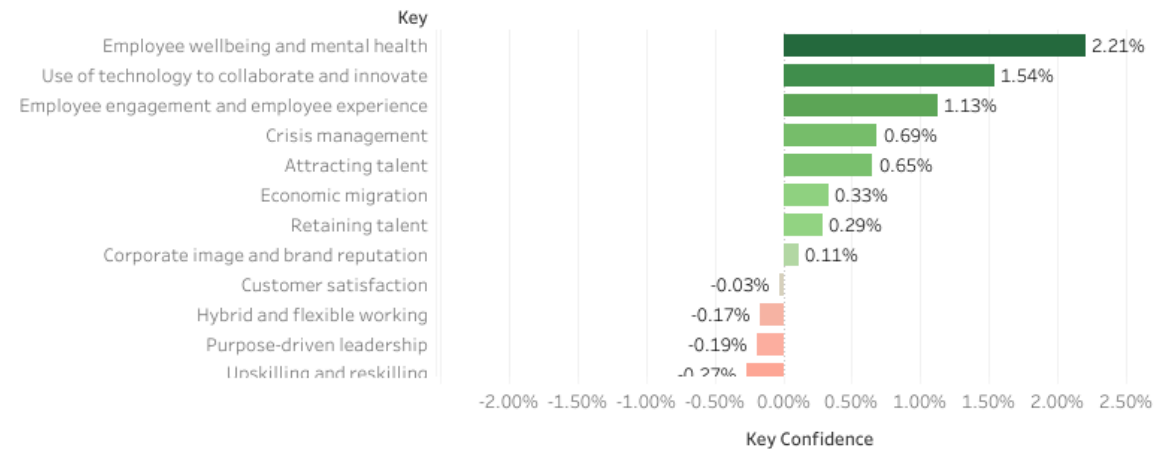


North America - Key Business Topics - Engagement and Confidence Levels

Key Business Topics Engagement



Key Business Topics Confidence



Active data by Partner country

42 countries

Bulgaria and Ecuador don't have enough engagement to show
results this month

Country Engagement and Confidence by Topic

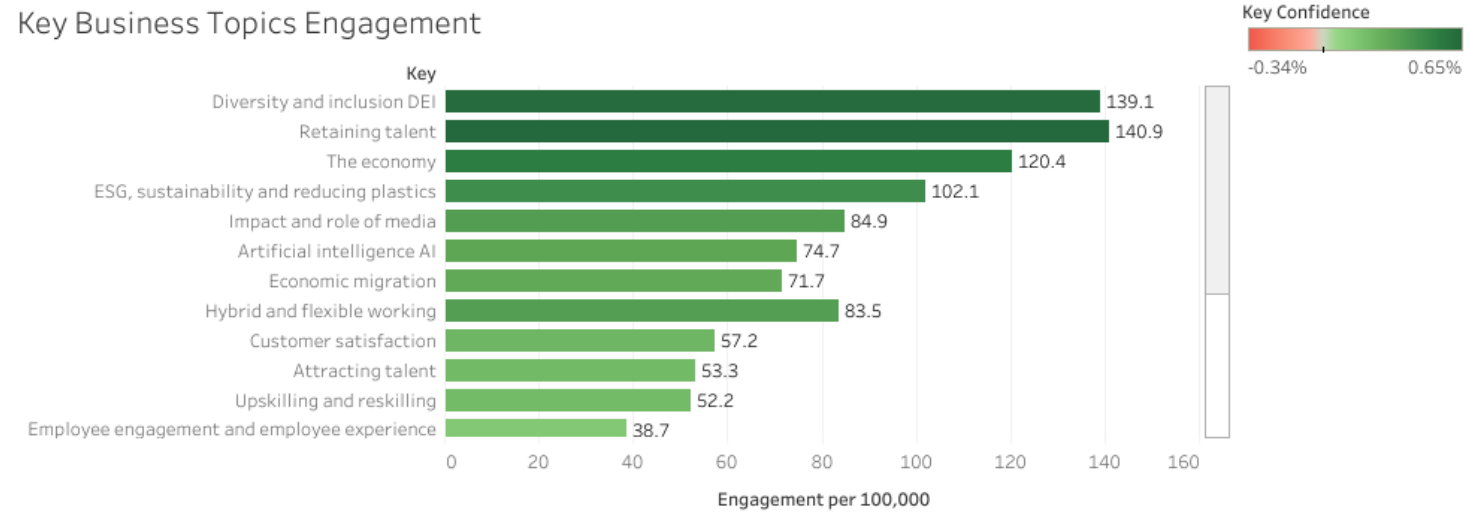
- Shows country engagement (per 100,000 of research population) and change in confidence levels by 20 topics
- No filtering
- Use scroll bars to see full list of topics
- Not all countries have data for all topics every month
- Where data is shown the Active Sample is representative of the CEO community in that country

Worldcom Global Business Confidence and Engagement Overview

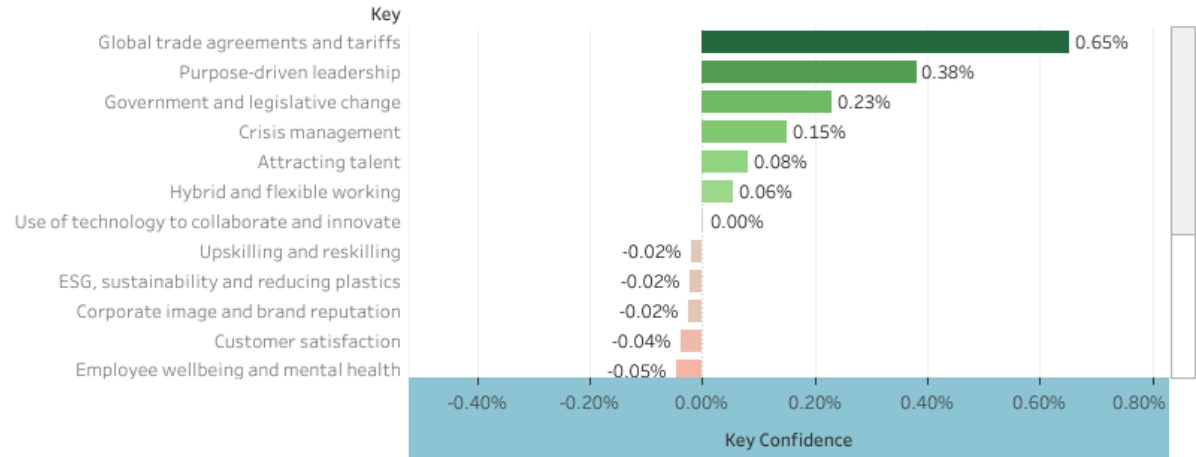
7. North America	8. Country Overview Slide	9. Argentina	10. Australia	11. Belgium	11. Brazil	12. Canada
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Australia - Key Business Topics - Engagement and Confidence Levels

Key Business Topics Engagement



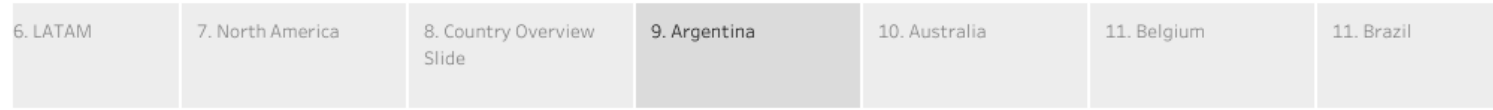
Key Business Topics Confidence



Country Engagement and Confidence by Topic

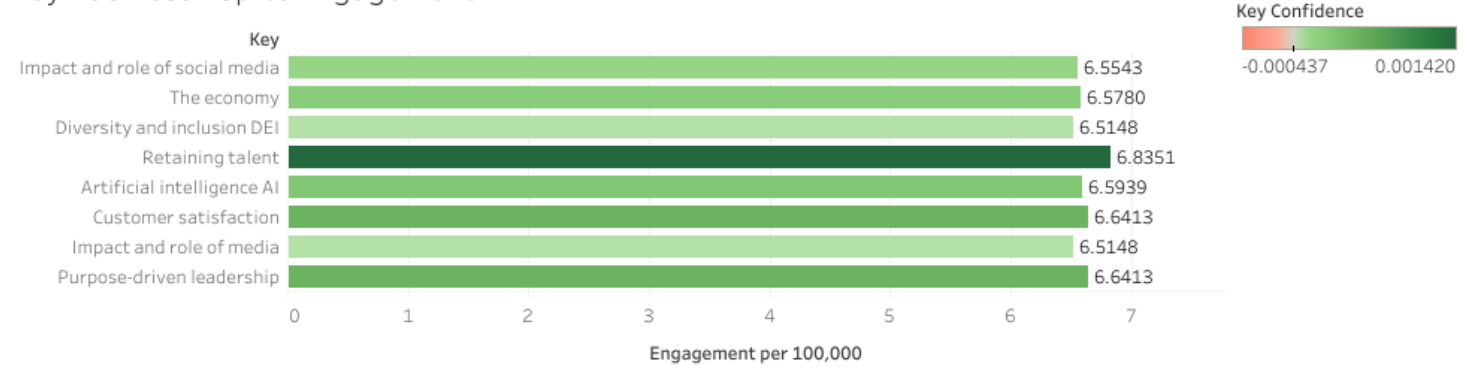
1. Where topics are not shown it is because the CEO community was not actively engaged with these topics during that month

Worldcom Global Business Confidence and Engagement Overview

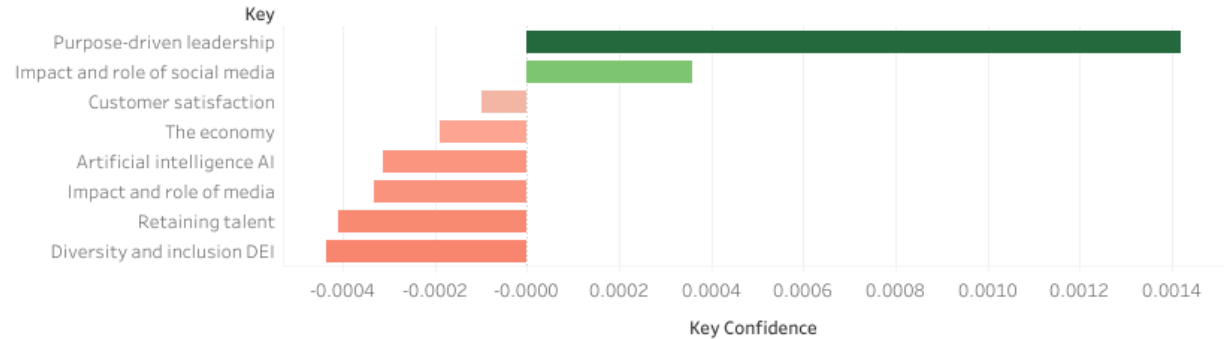


Argentina - Key Business Topics Engagement

Key Business Topics Engagement



Key Business Topics Confidence



Confidence by Country

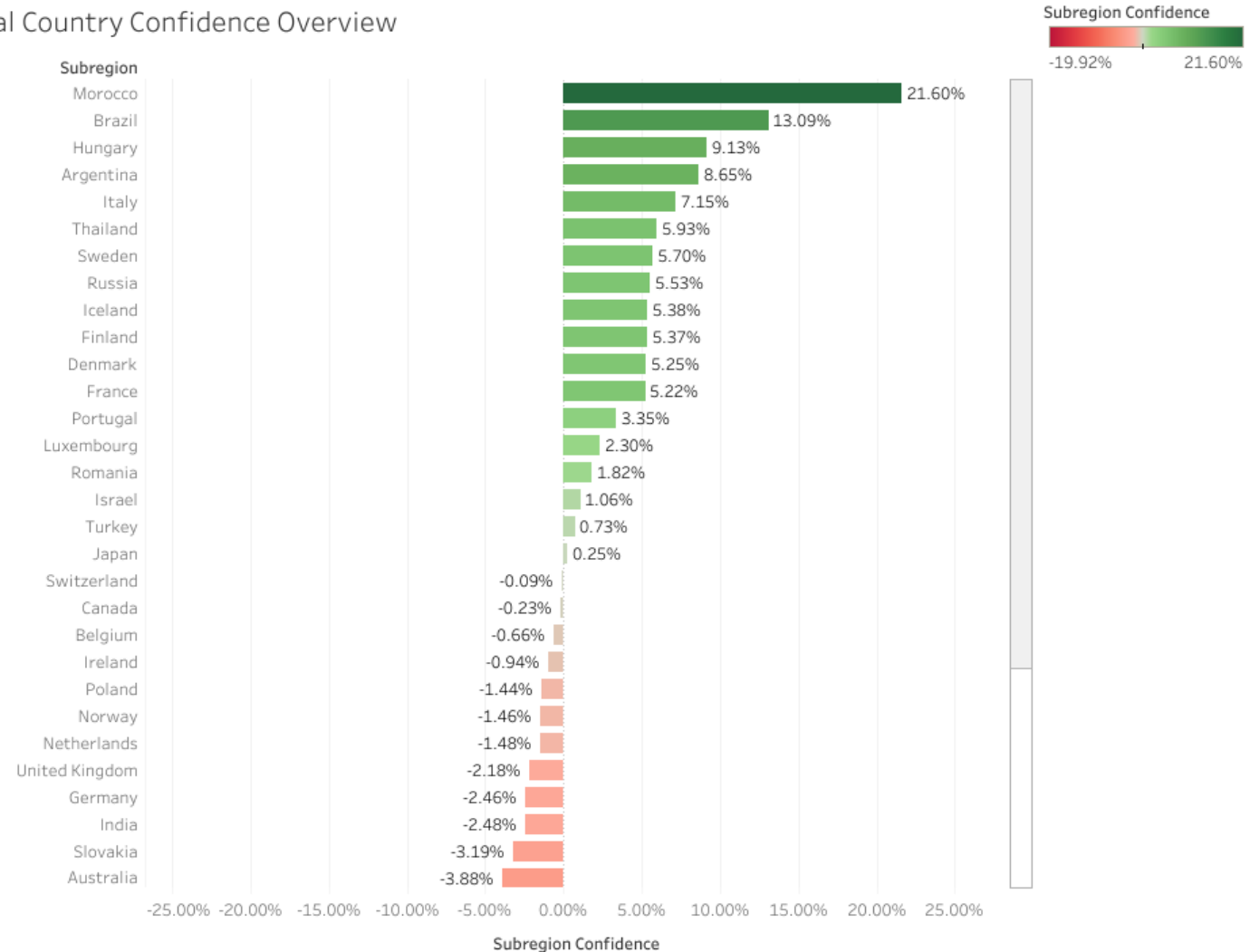
1. Shows the change in confidence levels of CEOs/CMOs by country. For October you will see Morocco has a 21.6% improvement in confidence
2. No filtering
3. Use scroll bars to see full list of countries
4. Enables you to benchmark your country against others

Worldcom Global Business Confidence and Engagement Overview

46. United Kingdom	47. United States	48. Vietnam	49. Global Country Confidence Overview ..	50. Region Confidence Overview - CEOs and ..	51. AI - Country Confidence by Topic	52. Attracting Talent - Country Co..
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Global Country Confidence Overview - CEOs and CMOs

Global Country Confidence Overview



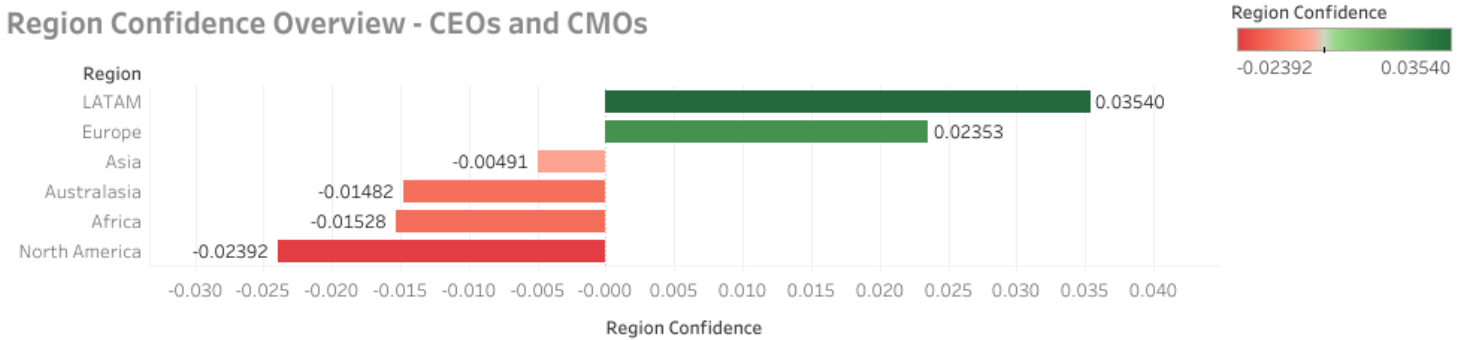
Confidence by Region

- 1. Shows the change in confidence levels of CEOs/CMOs by region
- 2. No filtering
- 3. Use scroll bars to see full list of countries
- 4. Enables you to benchmark your region against others

Worldcom Global Business Confidence and Engagement Overview

47. United States	48. Vietnam	49. Global Country Confidence Overview ..	50. Region Confidence Overview - CEOs and ..	51. AI - Country Confidence by Topic	52. Attracting Talent - Country Confidence b..	53. Corporate Image - Country Confidenc..
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Region Confidence Overview - CEOs and CMOs



Country confidence by topic

20 topics

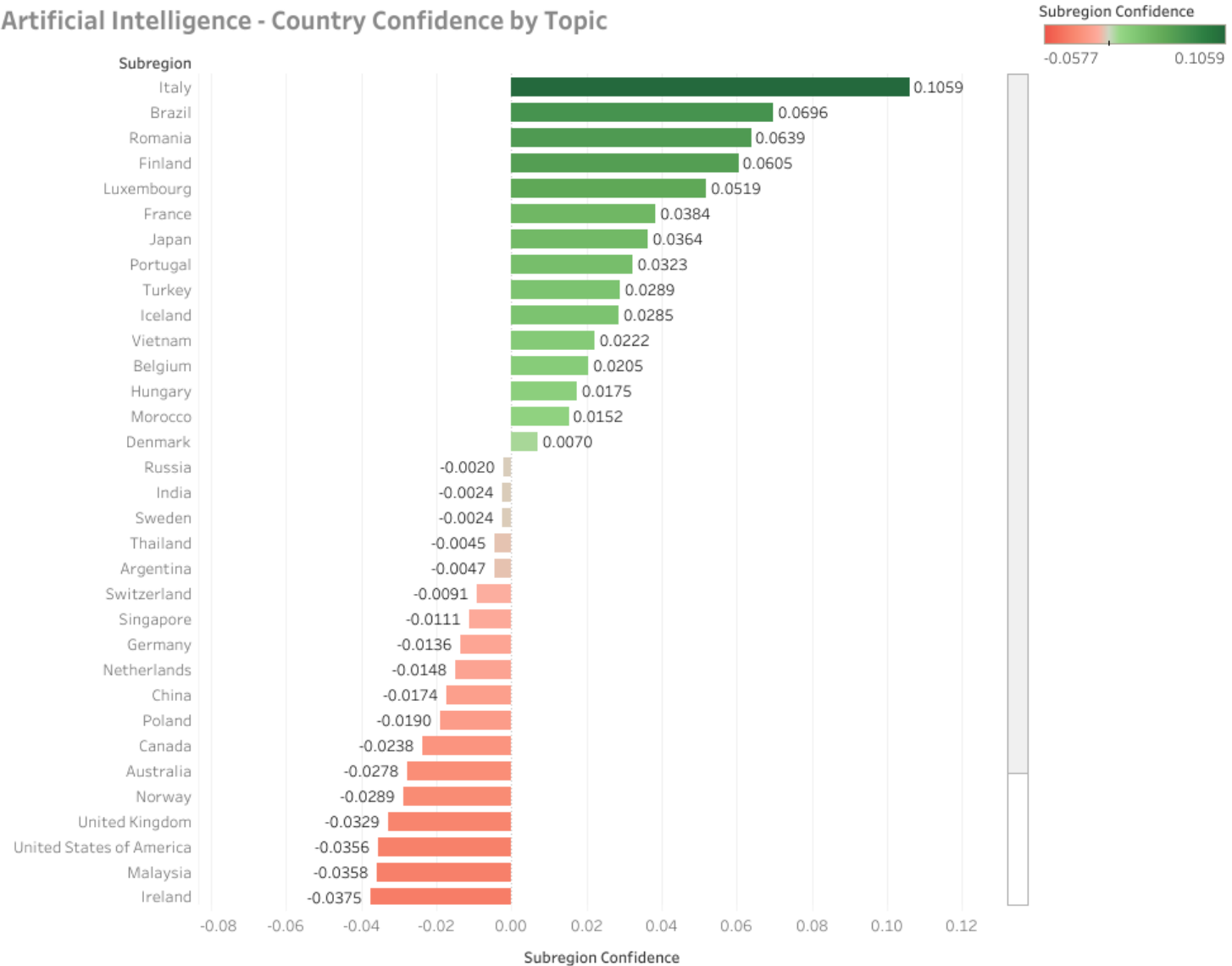
Confidence by Topic

- 1. Shows the change in confidence levels of CEOs/CMOs for each topic by country
- 2. No filtering
- 3. Use scroll bars to see full list of countries
- 4. Enables you to benchmark your country against others for each topic e.g. in this case Artificial intelligence

Worldcom Global Business Confidence and Engagement Overview

48. Vietnam	49. Global Country Confidence Overview ..	50. Region Confidence Overview - CEOs and ..	51. AI - Country Confidence by Topic	52. Attracting Talent - Country Confidence b..	53. Corporate Image - Country Confidence b..	54. Crisis Management - Cou..
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Artificial Intelligence - Country Confidence by Topic





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What we will provide monthly for your use



What will be available each month

1. New Public and Private site data. You can access automatically via the iframes on the Worldcom website
2. New headline global content on the Public site
3. Global news release
4. Video summary of main points
5. Social media posts for you to localise
6. A brief to partners to provide expert content/insight to support the headline global stories



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How to use WCI to your advantage and support Worldcom's marketing and business development efforts



Your own marketing, thought leadership and lead generation

1. Get 'easy wins' – retweet - repurpose what Worldcom sends you in your own blog, social channels, website etc
2. Thought-leadership content:
 - Our Italian partner BPRESS has secured awesome coverage of the Annual 2020 WCI in il Sole 24Ore, the main economic/business national daily publication in Italy: <https://www.ilsole24ore.com/art/la-pandemia-cambia-top-manager-donne-leader-piu-sicure-gestire-crisi-ADbTw4JB>
 - 400 words piece in PRMoment magazine <https://www.prmoment.com/pr-research/business-leaders-turn-their-focus-on-employees-the-environment-and-the-media-claims-study>

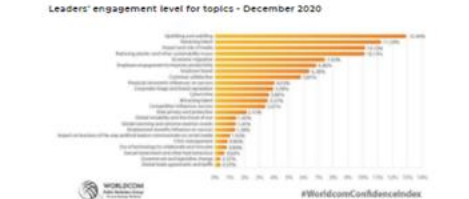


Good news for PR: Business leaders now prioritise their employees, the environment and the media claims study

The latest global *Worldcom Confidence Index* (WCI) report highlights the priorities for business leaders after nine months of the pandemic. And all the main trends have implications for agencies and their clients alike. I've picked out three shifts that could signal where agencies should innovate their services in 2021.

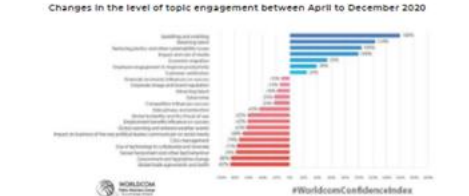
1. The need to upskill and reskill and the impact on an employer brand
The largest increase in leader engagement between April and December 2020 was for upskilling and reskilling (up 160%). This moved the topic to the #1 for leader engagement. Retaining talent, the #2 topic for leader attention, had the second largest increase, up 124%. The combination of these two increases shows that businesses will need to have a clear and transparent policy about how they will develop their people if they want to retain their best talent.

I think the opportunities for agencies to become expert in employee communications, branding and engagement are significant.



2. The need to have a proactive environmental and sustainability policy
Engagement in sustainability issues more than doubled (up 104%). The decision by the Biden administration to rejoin the Paris Agreement will create pressure on organisations of all types and sizes to have an active position on the environment.

Not only will companies need a clear environmental policy, but they will need to have a proactive strategy for communicating their approach if they want to win the hearts, minds and confidence of their audiences.



3. The need to be prepared for increased media scrutiny
Leaders' engagement with the role and impacts of the media doubled between April and December. This may indicate that the much-heralded demise of media relations is premature. Or it could be a recognition by savvy business leaders that the media will put them under the spotlight once government action in managing the pandemic leaves the daily news agenda. This provides numerous opportunities for services from crisis preparation to leadership messaging.

20 March 2021 | MARKETING | ItaliaOggi

Veicoli e vertiporti: Torino sarà la prima ad offrire servizi per la mobilità verticale

In città? Ci si muoverà volando

Dall'uso dei droni ai margini di sviluppo per le aziende italiane

di CLAUDIO PALAZZINI

Il 15 dicembre 2020 è stato il primo giorno di lavoro degli italiani dopo una settimana senza presenze alla European union aviation authority (Easa) e alla ministero delle Infrastrutture e mobilità sostenibile (Mise). I due organismi hanno deciso di sospendere i voli di linea e di consentire ai piloti di continuare a utilizzare i loro aerei e i loro elicotti.

Il nuovo regolamento regola l'uso dei droni, che sono diventati un fenomeno sempre più diffuso. In Italia, secondo i dati di Statista, nel 2019 sono stati registrati 138 mila droni, con un aumento del 100 per cento rispetto al 2018. La crescita è stata sostenuta da un aumento del numero di droni di consumo, che sono diventati sempre più popolari tra i consumatori finali.

La mobilità verticale è un settore in forte crescita. In Italia, secondo i dati di Statista, nel 2019 sono stati registrati 138 mila droni, con un aumento del 100 per cento rispetto al 2018. La crescita è stata sostenuta da un aumento del numero di droni di consumo, che sono diventati sempre più popolari tra i consumatori finali.

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Your own marketing, thought leadership and lead generation

- 1. Marketing and lead generation** - Our US partner - CoynePR - posted a [blog](#) post on their site. They then amplified it with a slate on their homepage as well as posts across their social channels. It was also shared with all PProvoke subscribers as part of their sponsorship of the Innovation SABRE Awards. They also sent an email blast to their new business prospect list of more than 2,500 contacts. Some of the brands who opened the email included notable companies such as Coca-Cola, Nestle Waters, McCormick, GE Appliances, Nautica, Unilever, JetBlue, Johnson & Johnson.
- 2. News content**
 - a. Offer an exclusive to a preferred media outlet
 - b. Secure a column for one of your experts in a target publication by using the local insight
- 3. Expert status** – Convert content into Local insight – Our Australian partner Phillips Group has created a landing page with a brilliant customised global results video with CEO, Stephanie Paul, doing a voiceover to suit the local market:
<https://www.phillipsgroup.com.au/research/worldcom-confidence-index-key-trends-and-insights>



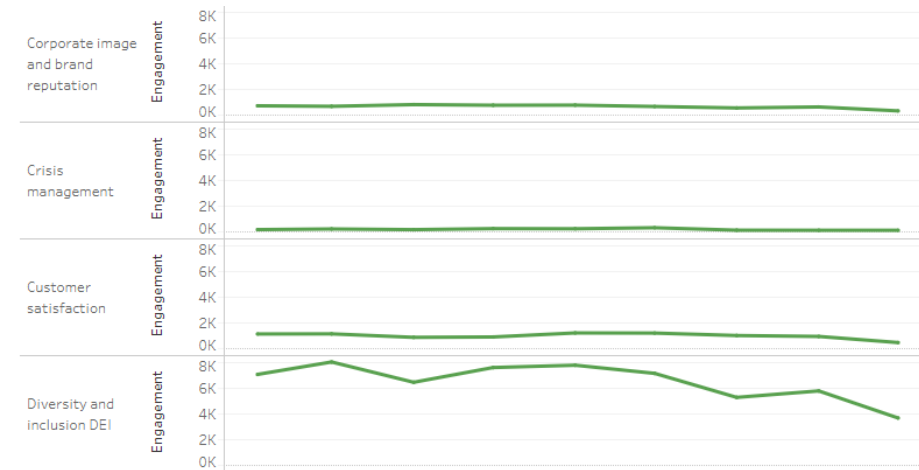
Worldcom Confidence Index: Key Trends and Insights

Your own marketing, thought leadership and lead generation

1. **Pitches** – use access to local, regional and global insight to highlight your difference
2. **Client insight and advice** – Send a personalised note to your C Suite clients with some relevant points from the research that adds value to their business – use monthly Trending Topics data to alert your clients what other businesses are talking about
3. **Use content on your Profile page on Worldcom website**
4. **Using WCI data to support training:**

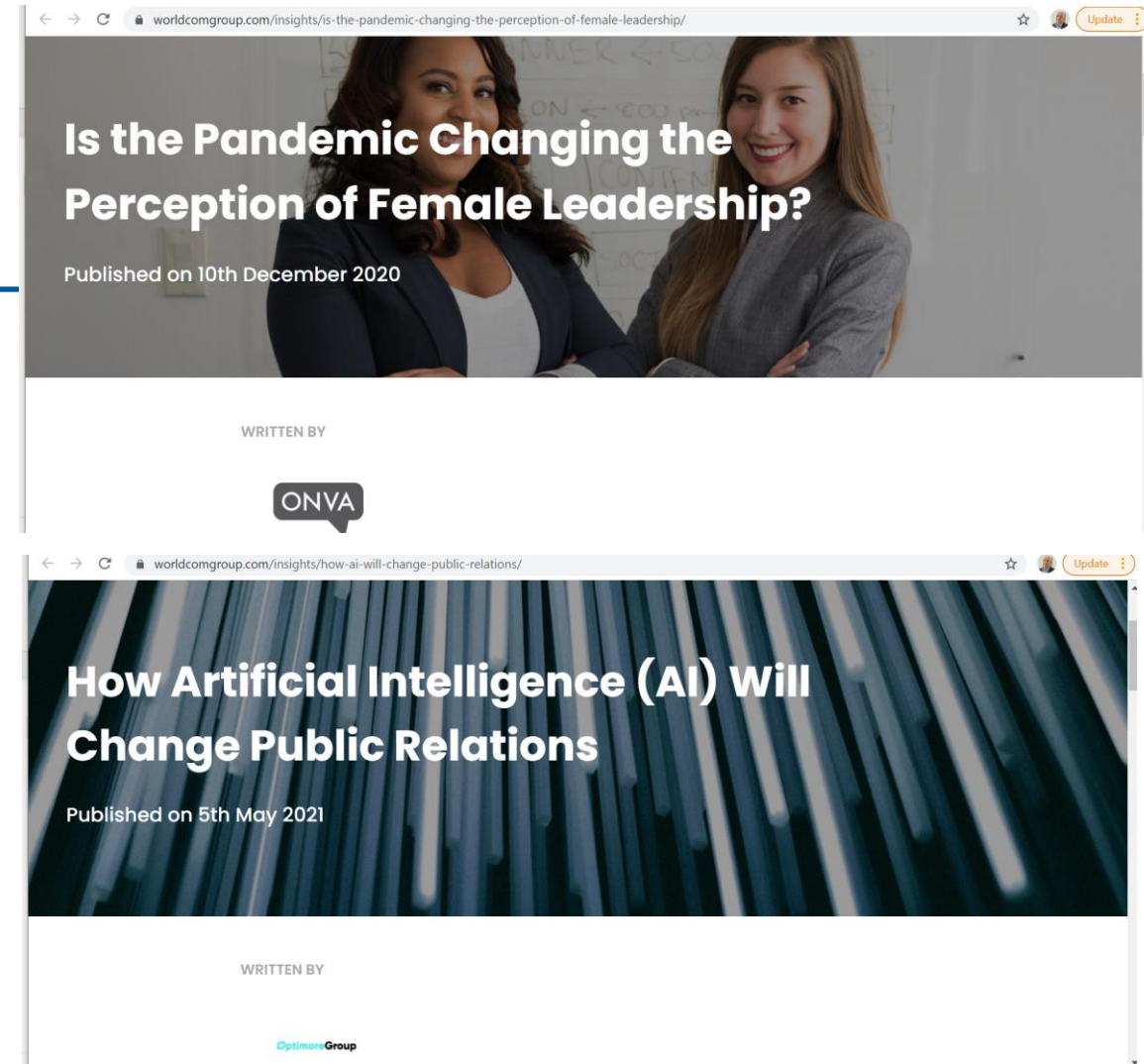
Our Czech partner PRAM uses WCI data to support their training offering called Leadership Lab. It's supported with blog posts, social media posts and newsletter, followed by telco campaigns

<https://www.pram.cz/cz/blog/vysledky-indexu-duvery-odhalily-trendy-pro-rok-2021.html>



Worldcom marketing

1. Provide thought-leadership content for promoting on the Worldcom Insights
2. Expert content shared through Worldcom channels
3. Commentary for News content
4. Follow Worldcom social channels
5. Share and add value to Worldcom social posts
6. Add links to the Public WCI page in your content and posts





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The story lines for the October data

1. TARGET RELEASE – W/C NOVEMBER 15
2. AHEAD OF THANKSGIVING AND BLACK FRIDAY
3. AFTER COP26

The WCI upgrade as a news story

1. News release to announce the upgrade
2. Highlights strengths versus other research available
3. Accentuates the AI component as links to the September findings
4. Try and use to capture more prospect data – create a Worldcom following

The global story for November release

As world leaders focus on COP26 – business leaders focus on their people, the economy, the planet and using AI to advantage

Overall Topics Engagement and Confidence Rankings (Global Sample of CEOs and CMOs)

Key Business Topics Engagement



Global Change in the Topic Confidence Levels

Of the five topics with highest engagement three had a decline in confidence since September.

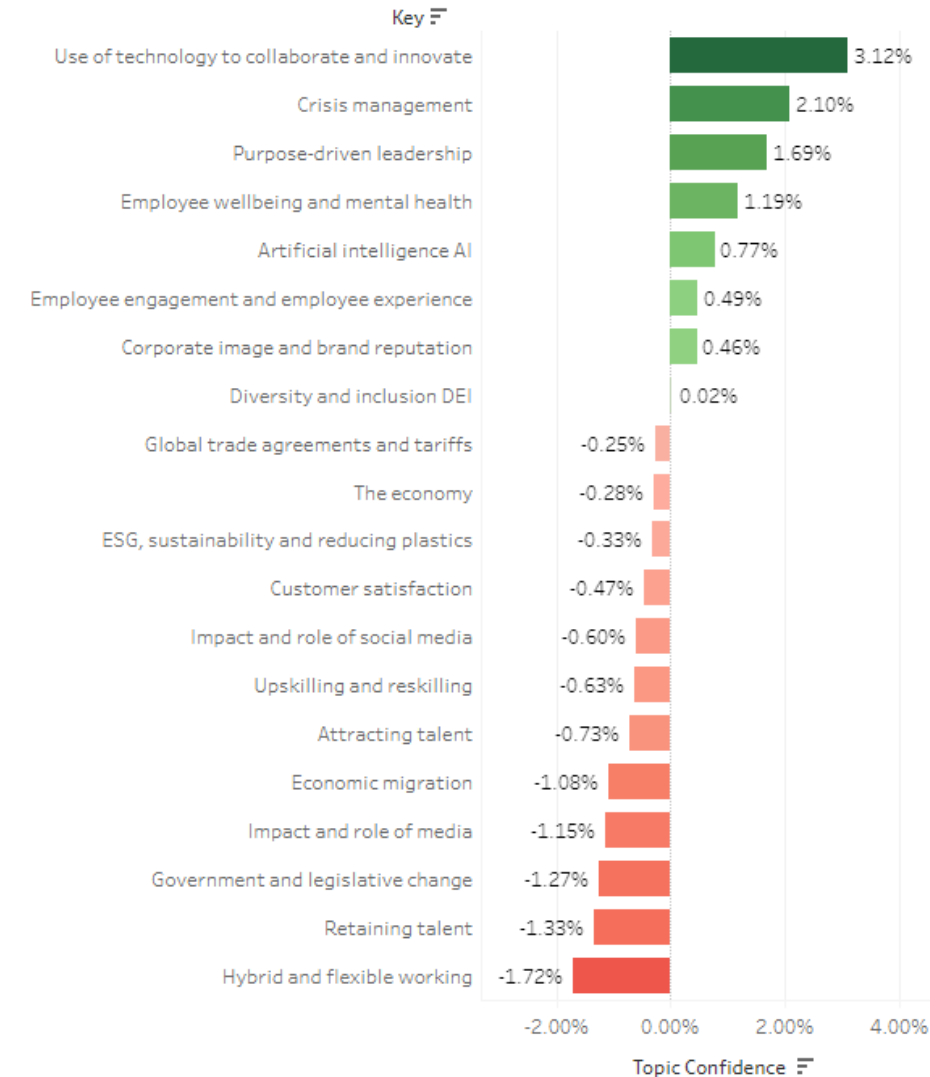
AI and DEI had a increase in confidence this month.

- Overall, 8 topics had an increase in confidence since September.
- 12 topics had a decrease in confidence since last month.

Worldcom Confidence Index (by Business Topic)

Monthly Change in the Confidence or Concern Levels of CEOs and CMOs for Key Business Topics

Confidence Level of CEOs and CMOs for Key Business Topics



October 2021 Worldcom Confidence Index

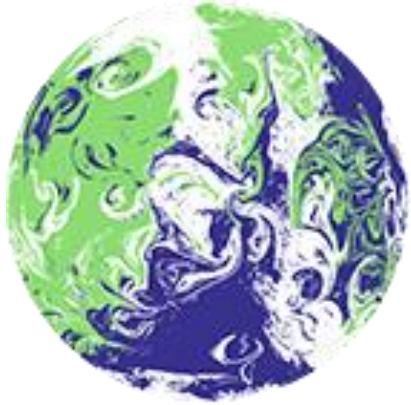
Main takeaways for Partners and Clients

All points expressed in terms of what
leaders will need to think about



Time to take real action on DEI

- **Leaders turn to DEI in the battle for talent**
- **Diversity, Equity and Inclusion (DEI)** TOPS the engagement index of topics most talked about by global CEOs and CMOs on social media over the month of October
- DEI topic had a modest increase in confidence since September (up by +0.02%)
- This topic has a slight decrease in Engagement in October (after seeing a slight increase in September (and the months prior to August))



**UN CLIMATE
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CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY

Time to understand how to communicate their contribution to saving the planet

- ESG, sustainability and reducing plastics is in the Top 5 list of topics most talked about by global CEOs and CMOs on social media in October (at number 5)
- This topic has DECLINED SLIGHTLY IN CONFIDENCE since September (down by -0.33% - third smallest decline out of 12 topics declining in confidence)



Time to not suffer from ‘The great resignation’

- **Retaining talent** at NUMBER TWO of this month’s engagement index of topics MOST TALKED about by global CEOs and CMOs on social media over the month of October
- This topic has the SECOND BIGGEST DECLINE in CONFIDENCE (out of 12 topics declining) since September (down by -1.33%)



Time to address the challenges of hybrid working

- **Hybrid and flexible working** has the BIGGEST CONFIDENCE DECLINE among the topics tracked since September (down by -1.72%)
- This topic is at number 8 among all 20 topics in terms of engagement
- Other research shows anxiety over career development
- Attracting talent (-0.73%), upskilling and reskilling (-0.63%), also among topics with a DECLINE IN CONFIDENCE since September

A person wearing a red shirt is holding a globe of the world. The globe is positioned in the lower-left quadrant of the image. The background is a bright, sunlit outdoor scene with a blurred green field and a bright sky. The person's arm is visible, holding the globe. The globe shows the continents and oceans, with a compass rose visible at the bottom. The overall mood is one of global focus and navigation.

Time to focus on how to navigate an uneven economic recovery

- **The economy** at NUMBER THREE of this month's engagement index of topics MOST TALKED ABOUT by global CEOs and CMOs on social media over the month of October
- This topic has DECLINED SLIGHTLY IN CONFIDENCE since September (down by -0.28% - second smallest decline)
- Global trade agreements and tariffs (-0.25%), government and legislative change (-1.27%), economic migration(-1.08), all in the 12 topics declining in confidence since September
- [IMF warns that the global economic recovery will be grossly uneven](#)



Time to use AI-enabled products or processes to secure the recovery

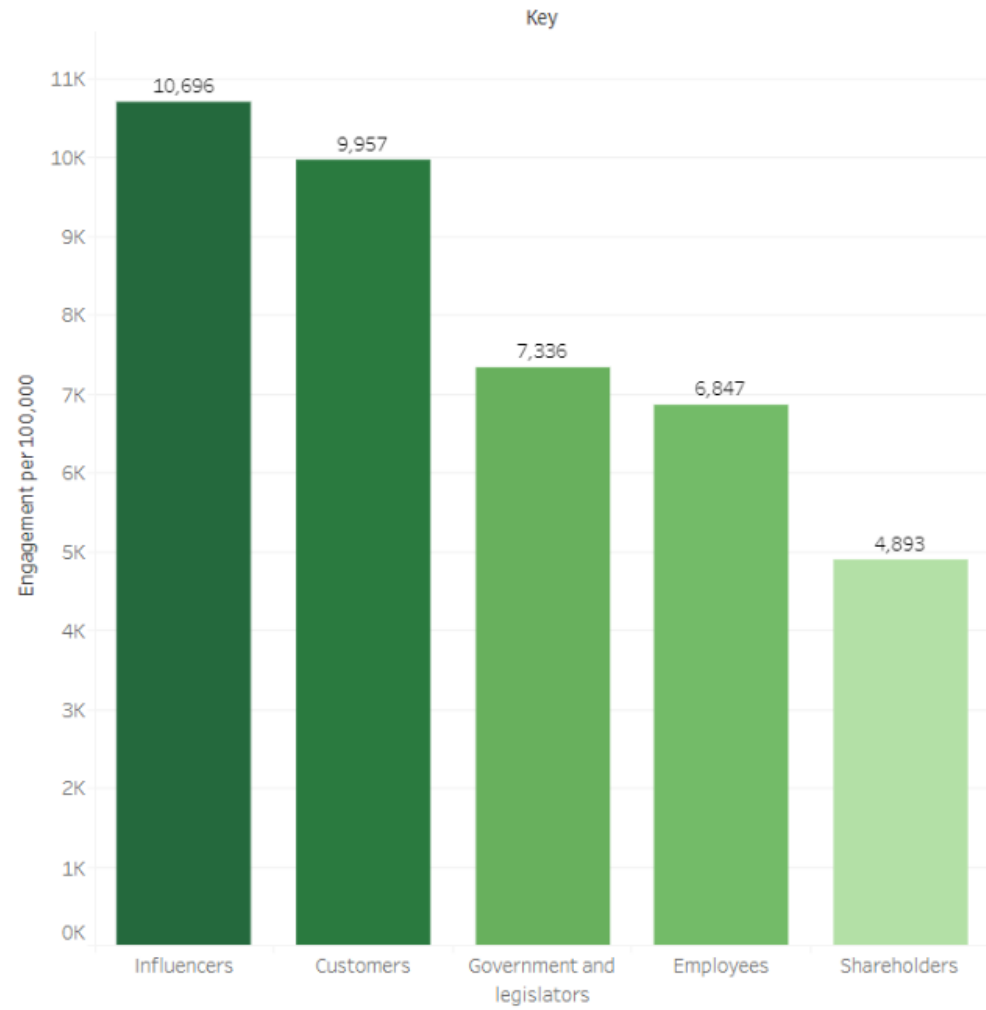
- **Artificial Intelligence AI** at NUMBER FOUR of this month's engagement index of topics MOST TALKED ABOUT by global CEOs and CMOs on social media over the month of October
- This topic had the FIFTH HIGHEST INCREASE IN CONFIDENCE (out of 8 topics with an increase in confidence) – up by +0.77% since September

Time to have clear media (and social media) strategy



- **The impact and role of the media** at number SIX of this month's engagement index of topics MOST TALKED ABOUT by global CEOs and CMOs on social media over the month of October
- This topic has the **FOURTH BIGGEST DECLINE IN CONFIDENCE** since September – down by -1.15%
- The impact and role of **SOCIAL MEDIA** also among the 12 topics with declining confidence – down by 0.60% since September
- However, crisis management (+2.10% with second biggest increase), and corporate image and brand reputation (+0.46%), among top 8 topics with a rise in confidence since September

Number of CEOs and CMOs Discussing the Relevance of Key Stakeholders (Global C-Suite Sample)



Time to find the right influencers

- **Influencers are NUMBER ONE AUDIENCE FOR CEOs and CMOs in October**
- **Customers are NUMBER TWO AUDIENCE**
- **Shareholders and Customers are the only two audiences with an increase in confidence in handling these (although a modest increase)**



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For help with the Worldcom Confidence Index, please contact:

-
- Marta Muir – marta@onva.co.uk