



**WORLD COM**  
Public Relations Group

# Worldcom PR Tips

## Monthly Highlights With Expert Advice From Our Partners Around The World

Hello Worldcom Follower,

In today's rapidly evolving marketplace, financial communications have transcended traditional earnings calls and annual reports. As we navigate an era where reputation can shape market value as powerfully as quarterly results, the stakes for strategic financial communication have never been higher.

This month's spotlight focuses on how companies are reimagining their approach to financial communications. From ESG disclosures that go beyond compliance to navigating the impact of AI in investor relations, organizations worldwide are discovering that authentic dialogue with increasingly skeptical stakeholders isn't just good practice—it's essential for survival and growth.

### **Reputation, Responsibility, and Results: A New Era for Communications**

Across the globe, PR leaders are rethinking their roles—shifting from tactical execution to strategic influence. In Ecuador, Reputation Day united 300+ executives to make reputation a business essential. At the inaugural PR in Cannes, agency heads urged the industry to stop underselling its value and start acting as strategic advisors.

This mindset shift also applies to corporate podcasts. With 548 million regular listeners, brands must go beyond basic content to tell stories that avoid the five key mistakes plaguing most shows. Media training is now a must in our viral age.

Technology is reshaping the way communicators connect—emotionally and measurably. Data visualization is making complex ideas accessible. And biometrics—like eye tracking and facial expression analysis—are unlocking what audiences truly feel. Meanwhile, ethical AI use is helping teams scale content without losing authenticity.

It's clear: the future of PR belongs to those who can combine science and storytelling to move hearts and minds.

***Ready to elevate your public relations and communications game? Let's dive in.***

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## FINANCIAL COMMUNICATIONS IN 2025: TRUST, TRANSPARENCY AND TRANSFORMATION

## Financial Communications in 2025: Trust, Transparency and Transformation

In today's rapidly evolving global marketplace, financial communications don't just mean earnings calls and annual reports. It's about managing expectations, mitigating reputational risk, and creating authentic dialogue with increasingly skeptical stakeholders. The stakes have never been higher — or the tools and approach more varied.

At Worldcom, our partners across the globe are at the forefront of shaping how companies connect with investors, regulators, employees, and the public. From ESG disclosures to navigating AI in investor relations, their insights point to a dynamic future where strategic financial communications is essential for corporate performance and brand resilience.

Get Insights About the Financial  
Communications

## Insights from Experts Around the World

- Reputation Day with MC Comunicaciones
- 5 Things Brands Get Wrong with a Podcast Launch
- **PR in Cannes:** Traditional PR Services Breaking into Solutions for Business.
- The Role and Importance of Data Visualization
- 5 Benefits of Media Training
- AI Content Generation for Marketing: Practical and Ethical Implementation
- A Wake-Up Call for PR in the AI Era
- Building a Great Spokesperson is Harder than it Looks
- How Biometrics Is Reshaping PR and Advertising
- 5 Core Pillars of Reputation Value

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Insights

## Resources



## Creating High Impact with One Local Story

Insights from [Linhart Public Relations](#), our partner in Denver, Colorado, United States

Working with expand the visibility and reputation of Colorado State University Global (CSU Global) – the first 100% online, institutionally accredited public university in the U.S. The effort included highlighting the activities and success of the university through story telling.

[Get Details about the Case Study from Linhart PR >](#)

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## News from Around the Partnership

- [Worldcom Public Relations Group Continues Partnership Growth Welcomes Madbox Communications, New Hong Kong Based Partner](#)
- [Coyne PR Celebrates 3 Leaders Named Top Marketing Mavericks Under 40](#)
- [Coyne PR Celebrates Wins at 2025 Bulldog PR Awards](#)
- [RH Strategic Adds Two Seasoned PR, Media Professionals](#)

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## Insights from our Experts



## Reputation Day with MC Comunicaciones

Insights from [MC Comunicaciones](#), our partner in Quito, Ecuador

Companies in Ecuador are becoming more aware of their social impact, making corporate reputation an invaluable asset. With this premise, Mercedes Córdova, CEO of MC Comunicaciones, presents the first edition of Reputation Day. It is a pioneering event in Quito, Ecuador taking place on July 2, 2025 that seeks to elevate the conversation about reputation to the highest levels of management in the country.

[Learn about Reputation Day >](#)

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## Authenticity Wins: Why Social Success in 2025 Depends on Staying Real

Insights from [\*\*The Pollack Group\*\*](#), our partner in Los Angeles, California, United States

According to a statistics from Backlinko, over 548 million people listen to podcasts regularly worldwide. Ad spending on the platform is expected to hit 4.46 billion by the end of the year. With the rise of advanced and convenient technology, podcasting is no longer a specialized niche. It has created an environment where almost anyone can launch and grow a show.

However, doing it well is another story. For companies and brands looking to capitalize on the popularity of podcasting, here are five of the top mistakes to avoid when first starting a podcast.

[Get Insights about Launching a Podcast >](#)

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## ***PR in Cannes: Traditional PR Services Breaking into Solutions for Business***

*Insights from **PRAM**, our partner in Prague, Czech Republic*

On 18 June, during the vibrant Cannes Lions Festival, a one-day daring event on the Little Black Book Beach put PR at the center of the conversation. The program featured one roundtable and six fast-paced panel discussions, with time between each one for informal conversations and networking on the beach.

One panel, Why PR Matters (Even More) in the Age of AI, featured Worldcom Partners.

[\*\*Learn more about PR in Cannes >\*\*](#)



## ***The Role and Importance of Data Visualization***

*Insights from **Probako**, our partner in Budapest, Hungary*

In a world flooded with data and driven by visual media, data visualization has emerged as one of the most powerful tools for making sense of complex information.

Attila Bátorfy, a prominent data visualization expert and speaker at the Worldcom EMEA Young Professionals Meeting, sat down to explore why this field is booming—and what challenges it now faces.



## 5 Benefits of Media Training

Insights from [Dix & Eaton](#), our partner in Cleveland, Ohio, United States

For most people, public speaking is one of the most anxiety-inducing responsibilities. Add a news camera to the mix, and that anxiety is amplified. Even for a seasoned spokesperson or executive, it can be a daunting task.

Equipping your spokespersons and thought leaders with the skills and confidence to communicate with the media effectively can be transformative for your business. With proper media training, your executives can master several aspects of media interactions

[Get Insights about Media Training Benefits >](#)

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## AI Content Generation for Marketing: Practical and Ethical Implementation

Insights from [True Digital Communications](#), our partner in Cleveland, Ohio, United States

Artificial intelligence is fundamentally transforming marketing content creation workflows. For marketing leaders navigating this transformation, the critical challenge isn't whether to adopt AI content tools, but how to implement them strategically while maintaining ethical standards and brand distinctiveness.

AI shouldn't be considered a magic solution. However, it is a valuable tool to help shine a light on marketing opportunities and simplify the content development process.

[Learn about AI Content Generation >](#)

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## A Wake-Up Call for PR in the AI Era

Insights from [The Pollack Group](#), our partner in Los Angeles, California, United States

At *Changing Signals: Technology's Impact on PR*, a panelist shared that their agency used ChatGPT to rewrite a company's annual report in Shakespearean verse.

Although it solicited laughs from the audience, the takeaway was clear: AI is no longer a trend. It was also serious because using IA is now at a turning point in public relations.

PR pros must embrace its creative power while navigating its ethical minefields. The panel also covered important topics that should be considered.

[Explore the AI Topics >](#)

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## Building a Great Spokesperson is Harder than it



# Looks

Insights from **Abel Communications**, our partner in Baltimore, Maryland, United States

Being an effective spokesperson isn't instinctual—it requires deliberate preparation, training, and message clarity. Many people assume that smart, articulate professionals can naturally handle media interviews, but even confident leaders can falter without proper support.

Your spokesperson represents your brand—investing in messaging and training can mean the difference between building credibility or risking reputation.

[Explore how to Become a Great Spokesperson >](#)

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## How Biometrics Is Reshaping PR and Advertising

Insights from **Airfoil Group**, our partner in Farmington Hills, Michigan, United States

As the lines between data and emotion continue to converge, a new era of communication strategy is emerging—one where science meets storytelling.

A recent conversation between Worldcom partner Keith Donovan, CEO of Airfoil Group, and pioneering researchers at Grand Valley State University's Advertising/Public Relations Biometrics Lab reveals how biometric research is revolutionizing the public relations industry.

[Discover the impact of Biometrics in PR >](#)

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# 5 Core Pillars of Reputation Value

Insights from **INSTICOM**, our partner in Brussels, Belgium

For Belgian organizations, it is important to heavily invest in branding, visual identity, and mission statements. However, many of those companies do not truly keep a finger on the pulse of their reputation.

And how many truly grasp the real value of a strong reputation – not just externally, but as a lever for structural, long-term success?

Reputation is not a communication trick. It is the result of real choices and visible behaviors. Part of reputation is also how stakeholders – from customers and employees to media, trade unions, policymakers, and the wider public – perceive those behaviors.

[Find out about the Core Pillars of Reputation Value >](#)

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## The Best Careers in PR

**Are you looking to grow your career in PR and communications?**

Do it at one of the best agencies in the world! Check out what **positions are open within our partner agencies**.

**Is it time for  
your career to  
take off?**

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✉ Departures			
Flight		Destination	Time
NY	945	NEW YORK	10:20
LO	3681	LONDON	10:25
AM	8240	AMSTERDAM	10:25
PA	2787	PARIS	10:30
LA	026	LOS ANGELES	10:35
SI	1099	SINGAPORE	10:40
MI	5278	MILANO	10:40



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Worldcom Public Relations Group | 150 Greenwich St. | New York, NY 10007 US

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