



WORLD.COM
Public Relations Group

Worldcom PR Tips

Monthly Highlights With Expert Advice From Our Partners Around The World

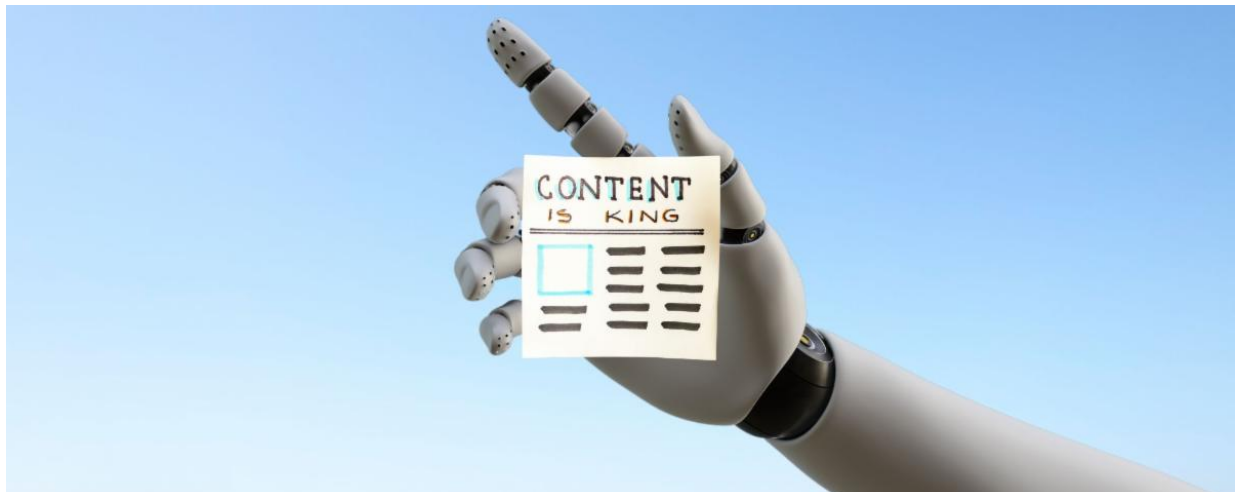
Hello Worldcom Follower,

This month, Worldcom is bringing you a newsletter packed with strategic insights to help you elevate your communications, sharpen your marketing, and future-proof your brand.

Whether you're navigating a changing political landscape or planning your next trade show campaign, our partners from around the world are sharing practical playbooks, success stories, and emerging best practices. From boosting executive LinkedIn profiles to creating anniversary campaigns that go beyond the usual fanfare, you'll find valuable guidance across every aspect of communications strategy.

We also spotlight global collaboration in action—from the inspiring next generation of PR leaders at our Worldcom Youth Meeting in Budapest to a powerful reflection on leadership from our outgoing Global Chair, Stefan Pollack. Plus, we explore how AI is reshaping search and why mid-sized PR agencies may be best positioned to close the gap on large agencies.

Dive in, share with colleagues, and put these ideas to work for your clients, your brand, and your team.



Content Marketing: Strategy, Impact and Action

Over the past year, content marketing has undergone significant transformations, driven by advancements in technology and shifts in consumer behavior.

As a multifaceted discipline, it can flex to the needs of brands or customers. Since the practice encompasses tactics, it still serves the purpose to create, distribute, and manage content to attract and engage a target audience.

There are several topics that have dominated the conversation in content marketing including:

- AI's Impact on Content
- Short-Form Video
- User Generated Content
- Authentic Storytelling
- Influencer Partnerships

**Get Insights About the Content
Marketing**

Insights from Experts Around the World

- Playbook: Corporate Communications for a New Administration
- Global Stage, Young Talent: HBI at the Worldcom Youth Meeting in Budapest
- Create the Ultimate Pre- and Post-Trade Show Email Campaign
- Brand Visibility in AI – The Next Wave of Search
- Marketing Your Milestone Anniversary
- Two Years as Global Board Chair: How #WorldcomWorks Elevated Our Partnership and Our Purpose
- Improving Executives LinkedIn Profiles
- 5 Ways to Up Your B2B Tech PR Social Media Game
- How Mid-Sized PR Firms Are Poised to Lead in the AI Era

**Read More Worldcom
Insights**

Worldcom Events

Why PR Matters (Even More) in the Age of AI



Telly Wong
IW Group



Corinna Voss
HBI



Tom Coyne
Coyne PR



Karina Riera
Alurralde, Jasper + Asoc.



Wordcom Partner to Host Panel at PR in Cannes

In an algorithm-driven world, public relations is more essential than ever. Join us at PR in Cannes 2025 for a dynamic conversation on how PR builds trust, combats misinformation, and maintains authenticity amid AI's rise.

Moderator: Telly Wong — Leading award-winning, tech-driven campaigns at IW Group Inc.

Panelists:

Tom Coyne — Pioneering creative PR strategies as CEO of Coyne PR

Karina Riera— Co-Founding Alurralde, Jasper & Asociados, driving innovative communications

Corinna Voss — Managing HBI Communication Helga Bailey GmbH, delivering strategic PR solutions

PR in Cannes will take place on *Wednesday, 18th June 2025*, at the iconic **LBB Beach**, bringing together leading PR professionals, creatives, and industry experts worldwide.

Case Study



Marketing Limerick Greenway as a Destination

Insights from [Springboard Communications](#), our partner in Cork, Ireland

Springboard was tasked with developing, activating, and managing integrated communications campaigns for the 40km Limerick Greenway (LG) and position West Limerick as a destination of choice for solo adventurers, couples, families, fitness enthusiasts and cyclists.

This ongoing campaign is set up to adapt as priorities evolve, but the Greenway was promoted as a destination by:

- Continuously rolling out innovative PR campaigns targeting media, influencers, and bloggers to maximize visibility.
- Organizing media trips to elevate the profile of the Greenway and increase visitation and engagement.
- Developing engaging content for owned, earned, and paid media, including, website, social media channels and digital and out-of-home advertising.

[Get Details about the Campaign and Performance >](#)

News from Around the Partnership

- [Celebrating Our Worldcom Partners: From New Faces to Decades of Dedication](#)
- [Standing Partnership's Lackey Named 2025 St. Louis Titan 100 Hall of Fame Recipient](#)
- [Worldcom Partners Rake in 2025 PRSA Anvil Awards](#)
- [RH Strategic Wins Top 80 Best Agencies & Agency of the Year](#)
- [Vault Communications Named 2025 Top Workplace by The Philadelphia Inquirer](#)
- [Sweden's Former Prime Minister joins Worldcom Partner Paues Åberg](#)
- [Radius Colleague talks with KForum about Worldcom Young Professionals Meeting](#)
- [Springboard Communications announces Promotions](#)
- [Casacom and Gagnon Recognized at SQPRP](#)

[Read More Worldcom News](#)

[Insights from our Experts](#)



Playbook: Corporate Communications for a New Administration

Insights from [Raffetto Herman Strategic Communications](#), our partner in Seattle, Washington, United States

The beginning of the new administration in the United States has brought a series of navigate sudden and other potential changes across society and the economy.

As the new the administration continues to reveal and change plans – particularly regarding tariffs, DEI programs, and federal funding freezes – there is wide-ranging uncertainty about the impacts, and how to address them.

Clients are wondering how they position themselves and their brands under this new administration. The advice is to take a measured and tempered communications approach that will strategically achieve long-term goals. Recognize that there is signal and noise and it is not fully clear in the moment which is which.

[Learn about the Playbook >](#)



Global Stage, Young Talent: HBI at the Worldcom Youth Meeting in Budapest

Insights from [HBI Communication](#), our partner in Munich, Germany

International networking, new insights and a stage for young talent: the annual Worldcom Youth Meeting in Budapest combines all of this – and HBI Communication was right in the thick of it again this year!

From April 23 to 25, 2025, three of our young colleagues had the chance to participate in this special event, sharing ideas with creative people from around the globe, talking about future-oriented subjects, and earning invaluable experience.

But how did this come about and what exactly is behind our partnership with the Worldcom Public Relations Group?

[Read about the Youth Meeting >](#)



Create the Ultimate Pre- and Post-Trade Show Email Campaign

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

Trade shows give companies a chance to highlight their products and put their best foot forward with a customer. These industry events give companies a chance to meet face-to-face with potential clients, show off your brand's personality, and make connections that lead to business.

Most modern tradeshow are at huge venues. That means there are hundreds of other companies with booths, emails, and sessions competing for attention, even ahead of the show.

[Get Tips on Trade Show Email Campaigns >](#)



Brand Visibility in AI – The Next Wave of Search

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

As the digital marketing world continues to evolve, marketers are saying that search is dying. However, it isn't dying it is transforming. The rapid growth of AI-powered platforms like ChatGPT, Claude, Perplexity, and Google's AI Overviews has started to fundamentally change how consumers discover and interact with brands.

Traditional SEO methods of optimizing content with keywords, speed and backlinks are no longer enough to retain visibility. The future belongs to Generative Engine Optimization (GEO) where all content impacts results. GEO is combining the art content and science data when ensuring your brand appears in AI-generated answers, not just search results.

[Get Insights about GEO's Role in Search and PR >](#)



Marketing Your Milestone Anniversary

Insights from [Abel Communications](#), our partner in Baltimore, Maryland, United States

Milestone anniversaries can be a big deal—for companies, employees, and loyal customers. However, just an anniversary isn't always newsworthy on its own. Passing the marker for 10, 25, or even 100 years isn't enough to make the media or the public stop and take notice.

So, what is the key to making your milestone matter? A bold marketing activation that captures attention and engages your audience. It also serves as a tool support employee morale, recruitment, and retention.



Two Years as Global Board Chair: How #WorldcomWorks Elevated Our Partnership and Our Purpose

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

When I stepped into the role of the Global Board Chair for the Worldcom Public Relations Group, I did so with a clear mission:

To elevate our global brand, deepen engagement across regions and generations, and demonstrate the unmatched value of our partnership, not only for us as agency leaders, but for the clients we serve around the world.

Two years later, having participated in global and regional meetings in Tokyo, Amsterdam, San Antonio, Bangkok, Quito, and Costa Rica, I can confidently say #WorldcomWorks, not just as a hashtag or an idea, but as a working model of collaborative strength that is delivering real results in real time.

[Get the Full Perspective from the Global Board Chair >](#)



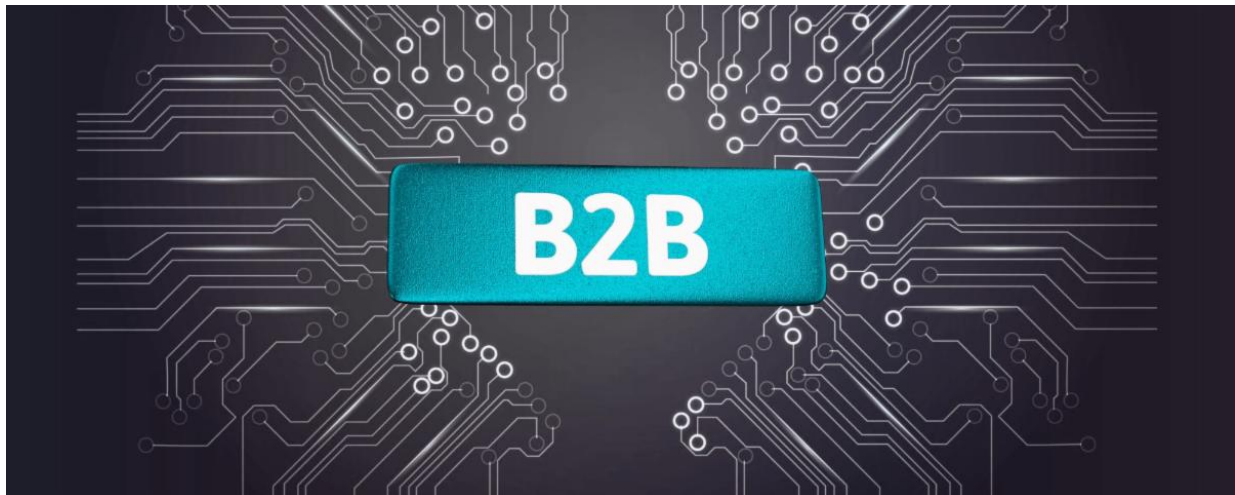
Improving Executives LinkedIn Profiles

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

If you're responsible for helping your executive team build a presence on LinkedIn presence, you know it can be challenging. With thought leadership is in high demand, it can be hard to break through the noise and make an executive into a leadership signal.

By doing a LinkedIn Thought Leader Audit, you can create a benchmark as a starting point to measure progress. This structured, 3-step process gives communications and marketing teams a concrete method to evaluate progress for a thought leader, ability to build a strategic roadmap and set measurable goals – all backed by data.

[Transform your Executive LinkedIn Thought Leadership >](#)



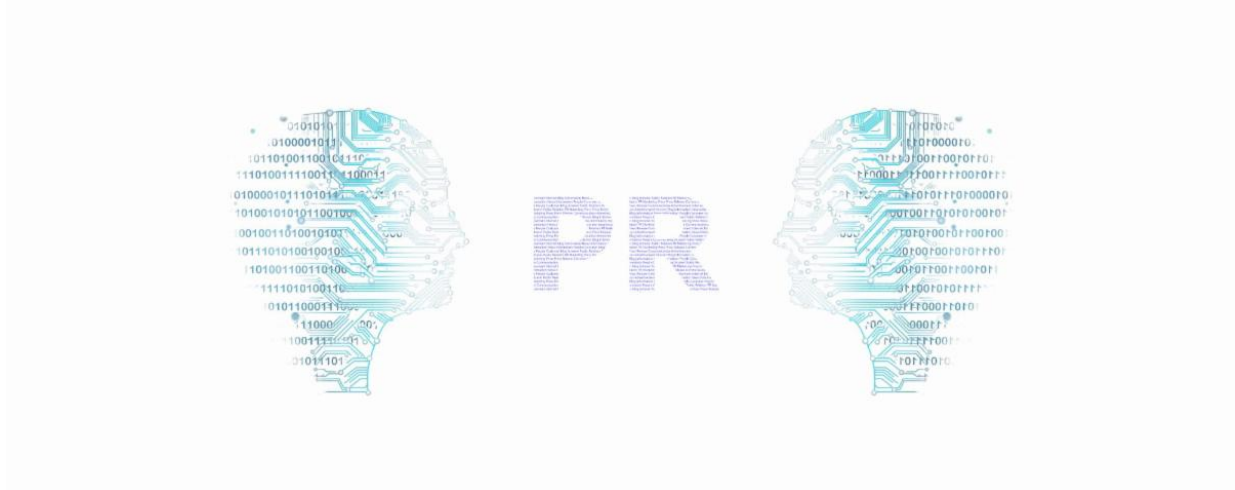
5 Ways to Up Your B2B Tech PR Social Media Game

Insights from [Corporate Ink](#), our partner in Boston, Massachusetts, United States

If you're a B2B tech provider looking to up your social media game, 2025 is the right time to revamp or refine your strategy.

With so much content published on social channels, audiences are craving authenticity, bold insights, and mobile-first content. However, standing out requires more than just posting regularly—it's about creating content that resonates.

[Get 5 Ways you can Elevate your B2B Tech PR and Social Media Game >](#)



How Mid-Sized PR Firms Are Poised to Lead in the AI Era

Insights from [Coyne PR](#), our partner in Parsippany, New Jersey, United States

Traditionally, PR used to be a game where the big agencies had the edge. They walked into boardrooms with research teams, extensive creative studios and proprietary tools

Smaller and mid-sized agencies? They had to hustle harder. They won with sharp talent, agility, and a knack for doing more with less.

But Now? The Game's Changing

Thanks to generative AI, the playing field is finally leveling out. This isn't just another tech buzzword. AI has become the ultimate teammate for mid-sized PR firms.

[Get Insights on How AI is Changing the Game in PR >](#)

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?

Learn More

✉ 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

Our Sponsors

Brandpoint

Brian Simon
ESTABLISHED

businesswire
A BERKSHIRE HATHAWAY COMPANY

CISION One

**critical
mention**
Earned Media Suite

LEAD FORENSICS

PR Newswire

PODCHASER

TVeyes

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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!