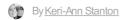


Communications to pick up the pace



21 Jan 2009

What's in store for communications in 2009? The publicists at Kezi Communications collectively put together this list of nine trends for a fast-paced, quickly changing world.



- Regular coverage: clients will care less about the returns or AVE on coverage they are wanting regular pieces in the media space - not always achievable but always challenging.
- Clients under pressure: as budgets tighten, clients will be under more pressure to their EXCOs (executive committees) on delivery, which inevitably trickles down to their marketing teams: everyone will want more for less.
- 3. **Budget cuts:** PR/publicity/marketing/advertising WE know it is a necessity but the financial men on EXCOs always look to chop here first. If you are not delivering outstanding results in 2009 on a regular basis, heads will roll... we have seen it already in 2008.
- 4. **Forget timesheets:** timesheets will become a thing of the past in 2009 if we want those retainers paid, throw them away and deliver, deliver, deliver.
- 5. **Strategic PR and publicity:** these will become even more vital in 2009 for example, clients we pitched to in 2007/8 are coming back to us after they went with bigger PR agencies with more impressive credentials. However bigger credentials do not mean bigger results big budget PR events and becoming a number kill newsworthy opportunities. Clever, newsworthy angles will remain the key to PR success in 2009.
- 6. **Smaller, more niche, more specialised:** Kezi ourselves will undergo some reinvention in 2009, our fourth year of business. An incredible growth spurt in 2008 gave us a taste of what it would be like to become one of the giants. We didn't like it. We will do the opposite in 2009: become smaller, more niche, more specialized... is this an industry trend?
- 7. Unbelievable turnaround times: in line with the more for less, staying small, etc, we believe another trend surfacing is the EXTREMELY fast turn-around time: faster than we have ever experienced. Everyone is stressed and under pressure so when it comes to clients or media deadlines: they want 1200 words and pics in 24 hours we make it happen. Things are happening so fast that we have already instituted DAILY status meetings instead of our weekly internal meetings we need to react, prioritise and be proactive.
- 8. **Personal one-on-one relationships with clients:** these will become even more key as the pressure mounts clients do not want to be a number. They want to 'feel the love' as one of our clients tells us! Traditional PR structures and PR teams don't work smaller, niche hands-on, can-do, just-did teams are necessary.
- 9. **Mobile office:** are we going to end up setting up offices in our clients' space? Blackberries and hotdesking will make us more mobile and effective in 2009.

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