

Scanning the Present

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Be Heard® IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

What to expect

- How organizations are changing
- Resulting challenges for communicators
- Tools to meet those challenges

The 300 pound gorilla

The impact of the global financial crisis

Our fear: Job loss

Our desire: To make a contribution

Our solution: Crisis communication skills

Change #1

Organizations are more global

Being global means

- Owners/bosses all over the world
- Customers all over the world
- Employees and suppliers all over the world

The Challenge

- One size no longer fits all
- Adapt messages for different cultures
- Adapt to different management styles

Change #2

Organizations are more diverse

- Ethnic Diversity
- Gender Diversity
- Generational Diversity

A few words about generations

- Traditionalists—1900-1945
- Baby Boomers—1946-1964
- Gen X'ers—1965-1980
- Gen Y'ers—1980-1999

- Societal influences
- Media choices

while they were growing up

As a result

Different attitudes about

- Authority
- Work and companies
- Preferred style of communication
- Preferred frequency of communication

The Challenge

- Understand different audiences
- Create messages that reach those audiences

Change #3

Organizations rely more heavily on
technology

Technology

- Increases productivity
- Increases global reach
- Makes virtual workforces possible

but for communicators

Technology makes our jobs easier

and harder

My first PR job

- Wrote press releases on a typewriter
- Mailed them to local media
- Limited media outlets

Ten years later

- Computer replaced typewriter
- Fax replaced email

But still—

- Limited media outlets
- Print newsletters

Today

- Email
- Intranets and Websites
- Blogs
- WICI's
- Social networks
- Cell phones and texting

How technology helps us

- We can get our messages out faster
- We have more tools to use
- We have more outlets for our messages

How technology makes life difficult

- Other senders
- Short attention span
- Information overload
- We may not know how to use the tools

The Challenge

- Understand the options
- Understand when to use them
- Understand for whom to use them

Change #4

The demand to be faster, better, cheaper

The reason?

- Pressure to beat the competition
- Pressure to be profitable

The Challenge

- Contribute to the bottom line
- Function in a flat organization

Which means

- Measure results
- Be multi-skilled

Change #5

Business is not just about business any
more

Challenge for business

“Mankind is our business”

Jacob Marley
The Christmas Carol

Challenge for communicators

- Be informed
- Gain influence
- Understand some complicated issues

How IABC can help

A global network

How IABC can help

A global network

Identify

How IABC can help

A global network

Identify

Share

How IABC can help

A global network

Identify

Share

Apply

How IABC can help

A global network

Identify

Share

Apply

The world's most effective communication practices

Thank you!