

VIEW WITH 2020 VISION

The influence of technology on the communication function cannot be over-estimated: new research looks into the virtual future of corporate communications.

By Paula O'Connell and Anita van de Velde

Social media has changed the way that we now communicate: local initiatives can become global issues; global structures look to imprint their DNA locally; technology enhances our way of working as well as provides more structure; corporations look for efficiencies and, more than ever, corporate communications departments must justify their efforts. If this is the scenario today, what will the corporate communications department of the future look like? With our surveyed Fortune 500 corporate communications professionals, we explored the potential evolution of companies and its impact on the global corporate communications function. Do these findings resonate with you and your organisation?

HOW COMPANIES WILL OPERATE IN 2020 Predicting how companies will operate in 2020 is the bedrock in defining how communications will be driven and how staffing requirements will be met. Our survey ranked the following scenarios:



1. Leaders will need to address the needs and aspirations of an increasingly diverse 21st century workforce. This will encompass how and where people are working. Predicted changes include reporting lines to multiple managers, increased flexibility of office location and further technological enhancements towards virtual structures. This creates a more complex challenge for tomorrow's leaders.

2. Technology will be driven by emerging-market innovations and focus on instant communication anytime, anywhere.

- Senior professionals predict changes in company strategy as corporations focus on exploiting growth in emerging markets
- Eight per cent of respondents identified alignment with business strategy as measurable for their success
- Global impact of instant communication creates a new balance between global head global headquarters and local operations.

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FACTS & FIGURES

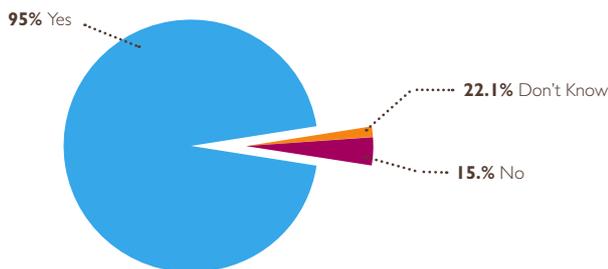
Just how creative is the public relations industry? That is the question behind a new survey from the Holmes Report in collaboration with creativity consultants Now Go Create and sponsored by global public relations firm Ketchum. Involving 650 people representing in-house and agency positions from across 35 countries, the survey has plenty to say about creativity, tools and skills, opportunities and challenges, as well as suggestions and advice. The report begins provocatively, by referencing an observation made by the judges at this year's Cannes Lions awards, who criticised the public relations profession's ability to come up with 'big ideas'. 61 per cent of the survey's respondents argued that this was a fair observation: says the introduction, "of even more concern perhaps, a slightly higher proportion of in-house executives (66 per cent) accepted this premise." The survey's report is generously sprinkled with direct quotations from the respondents, who have thought-provoking takes on the (lack of) creativity in their profes-

sion. To sum up, more than half of all respondents describe the quality of creativity within the public relations industry as 'ordinary' or worse. 40 per cent said it was 'good'; just six percent labelled it 'inspirational'. One in 10 described creativity as 'unsatisfactory', while six per cent said it was 'poor' or 'non-existent'. In sharp contrast to this dour summary, however, is the finding that the vast majority of respondents see themselves as being creative, suggesting, as the report gingerly points out, "a disconnect between perception and reality." 89 per cent described themselves as creative (below right), and 95 per cent, meanwhile said that creativity is a key skill for PR professionals, "a result that delivered similarly strong backing irrespective of region and practice area." Menawhile, the report finds that the main reasons given for the low level of creativity in public relations includes lack of time (65 per cent) and of budget (48 per cent).

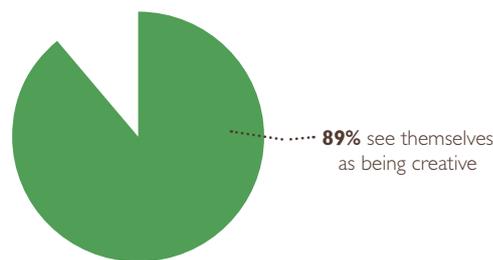
Taken from Creativity in PR: A Global Study

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Do you think being creative is a key skill for PR professionals?



I am creative



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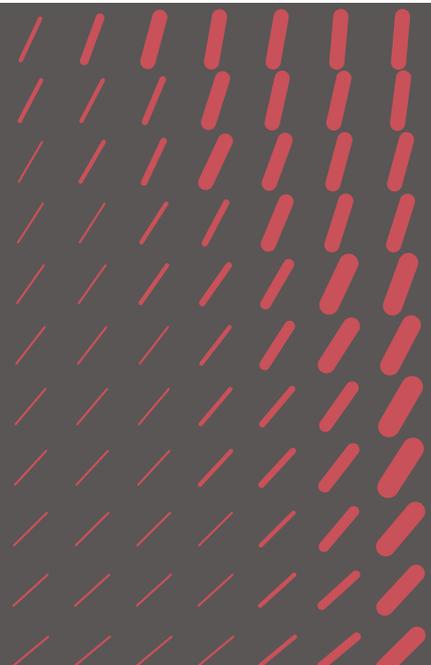


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PERSONNEL



GB: Turner appoints Oliver Herrgesell as SVP

Oliver Herrgesell
(SVP Communications)
Turner Broadcasting System
International
Start: December 01 2012

Turner Broadcasting System International, a Time Warner subsidiary, has appointed Oliver Herrgesell, previously of the RTL Group, as senior vice president of communications. He is based in London at Turner International's EMEA headquarters. In this role, he serves as Turner Broadcasting's chief communications and public relations executive in markets outside the US, charged with developing communications strategy and overseeing execution of messaging related to Turner's international business portfolio and industry position.



SE: Autoliv appoints new head of corporate communications

Thomas Jönsson
(VP, Corporate Communications)
Autoliv Inc.
Start: January 2013

Autoliv Inc, the global automotive safety systems firm, has appointed Thomas Jönsson to become its vice president of corporate communications. He will replace Mats Ödman who will retire in 2013 after 18 years with the company. Jönsson is currently vice president of brand and external communications for TeliaSonera, a position he has held since June 2010. Jönsson started his career in communications with Intel Corporation in 1996.



GB: Enegi appoints communications director

Nick Elwes
(Director of Communications)
Enegi Oil
Start: November 15

Independent oil and gas company Enegi Oil has appointed Nick Elwes as director of communications. He has worked in the communications industry for the last 19 years at College Hill, a leading communications consultancy, and for the last 10 years he has focussed solely on the natural resources sector. His new responsibilities involve all aspects of Enegi's communications strategy with a view to building the understanding and profile of the company amongst all its stakeholders.



GB: New director of communications at Avincis Group

Kate Hill
(Director of Communications)
Avincis Group
Start: December 2012

The Avincis Group, the global provider of mission critical aviation services such as air ambulance, search and rescue, firefighting and energy support, has appointed Kate Hill as director of communications. She joins from Kream Gavin Anderson where she has worked since 2006, holding the positions of partner, managing director and director. She was previously a senior media manager with Royal Dutch Shell where she worked from 1999 to 2003.



FR: New communications lead for Manpower France

Christian Boghos
(MD, Communications, Marketing & Public
Affairs)
ManpowerGroup France
Start: September 2012

Workforce solutions provider ManpowerGroup France has appointed Christian Boghos as managing director of communications, marketing and public affairs. Boghos has been working for Manpower France since 2004, as director of corporate communications and innovation, and as deputy director of the president. In 2011, he was appointed general secretary of ManpowerGroup France.



FR: New director of public information at IAEA

Serge Gas
(Director, Public Information)
IAEA
Start: September 2012

Serge Gas is the new director of the Division of Public Information at the International Atomic Energy Agency (IAEA). From 2009 to 2012, Gas served at the Nuclear Energy Agency of the Organisation for Economic Co-operation and Development (OECD/NEA) as chief of cabinet of the director general and as the head of the central secretariat, external relations and public affairs.

PERSONNEL



Karen Candau
(Director, Communications & International Relations)

Unicancer/FNCLCC
Start: November 2012

FR: New communications role for Karen Candau

Karen Candau is director of communications and international relations at the Unicancer group, which is dedicated to cancer research, and Fédération française des Centres de lutte contre le cancer (FNCLCC). She succeeds Valerie Perrot-Egret who held this position since 2009. She is responsible for defining and implementing Unicancer's strategic plan for 2012-2015, which began this year focusing on innovation in patient care.



Hanane Taidi
(Director, Communications)

PlasticsEurope
Start: December 1 2012

BE: PlasticsEurope promotes Hanane Taidi

Hanane Taidi has taken on the role of director of communications at PlasticsEurope (the pan-European trade association representing European plastics manufacturers), following on from her role as head of communications at the same organisation. Taidi is currently responsible for co-ordinating a multi-million euro internal and external communications programme covering 27 countries. This includes corporate communications management and co-operation with PlasticsEurope's EU advocacy programmes and public relations.



Richard Spaans
(Manager, Communications & Public Affairs)

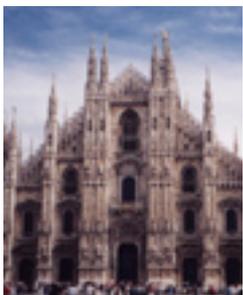
Huawei
Start: November 2012

BE: Huawei appoints new PR manager for Benelux

Global ICT solutions provider Huawei has appointed Richard Spaans its new manager of communications and public affairs for the Benelux. Spaans is responsible for all media relations, public relations and public affairs, with a particular focus on Huawei Technologies. He will also support business units Carrier, Enterprise and Device. Spaans previously worked in the energy sector at Eneco and Oxxio.

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EVENTS



28.11.2012 9th Annual Forum on Business Ethics and CSR in a Global Economy

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► Politeia, Sala Azionisti di Edison, Milan

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The SMi Group present the 5th in their series: Social Media in the Pharmaceutical Industry. Increasingly, the key members of the industry are using innovations in digital media to bring Pharma to the forefront of social media and beyond.

► SMi Group, Copthorne Tara Hotel, London

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Organised by the European Institute of Public Administration (EIPA), this conference will discuss new and important issues, as well as products and services of interest to those working in the fields of EU information, communication and European affairs.

► EIPA, Maastricht

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14-15.02.2013 EU Public Affairs: How Brussels Works

Kornelios Korneliou, Ambassador, Permanent Representative of Cyprus to the EU, will be among the speakers at this year's EU Public Affairs conference, hosted by European Agenda and Quadriga University Berlin.

► European Agenda/Quadriga University, Renaissance Hotel, Brussels

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