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OCTOBER 18, 2018

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A Boston
University
PRWeek
Landmark
Bellwether
Survey

A Detailed Picture of What the PR/Comms Industry Looks Like & Values

PRWeek/ **BU** **Comms** **Survey**

One of the
most
comprehensive
PR/comms industry
surveys ever conducted

1500
usable responses
all PR/comms pros,
no students

Research team:

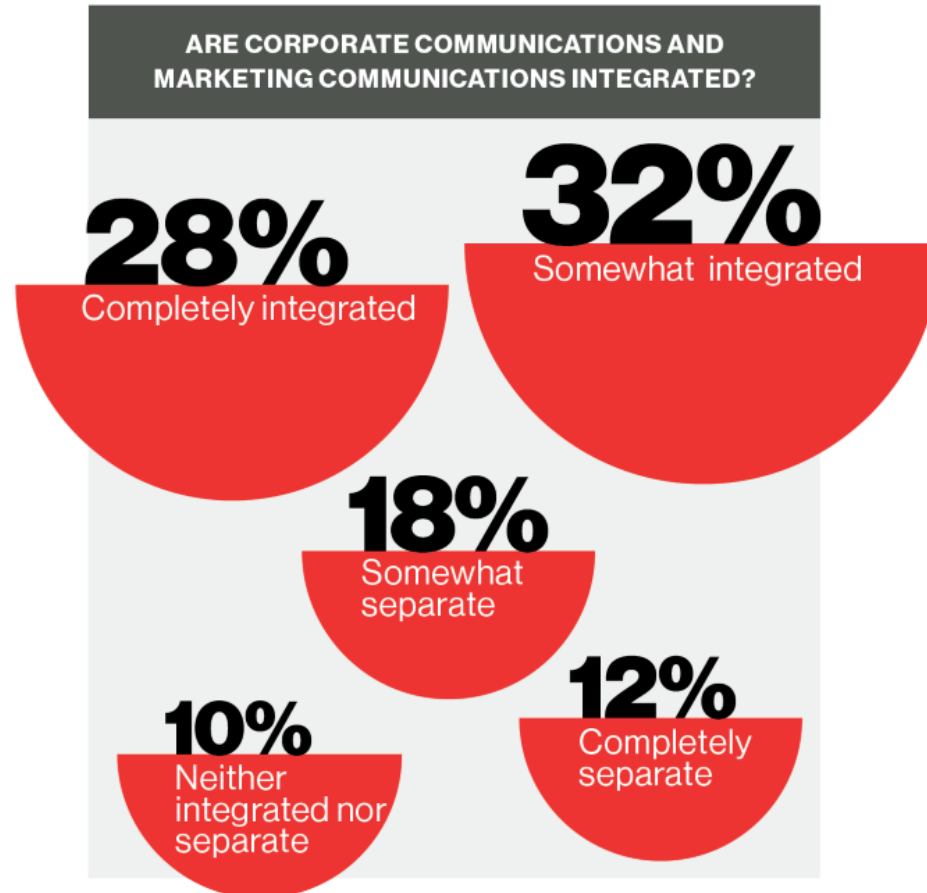
- ✓ Don Wright, Harold Burson Professor of PR, BU
- ✓ Ray Kotcher, Professor of the Practice of PR, BU
- ✓ Arunima Krishna, Assistant Professor of PR, BU
- ✓ Steve Barrett, VP, Editorial Director, *PRWeek*

Results Highlights

- ✓ Subjects strongly support the importance of the ability to **recruit and retain the right talent**
- ✓ Strong agreement about importance of understanding **business acumen** and possessing **business literacy**
- ✓ **Writing** topped list of important skills followed closely by **listening** and **creativity**
- ✓ **Strong support** for gender compensation parity
- ✓ Importance of working with marketing scored relatively **low**

Results Highlights

Importance of working with marketing scored relatively low



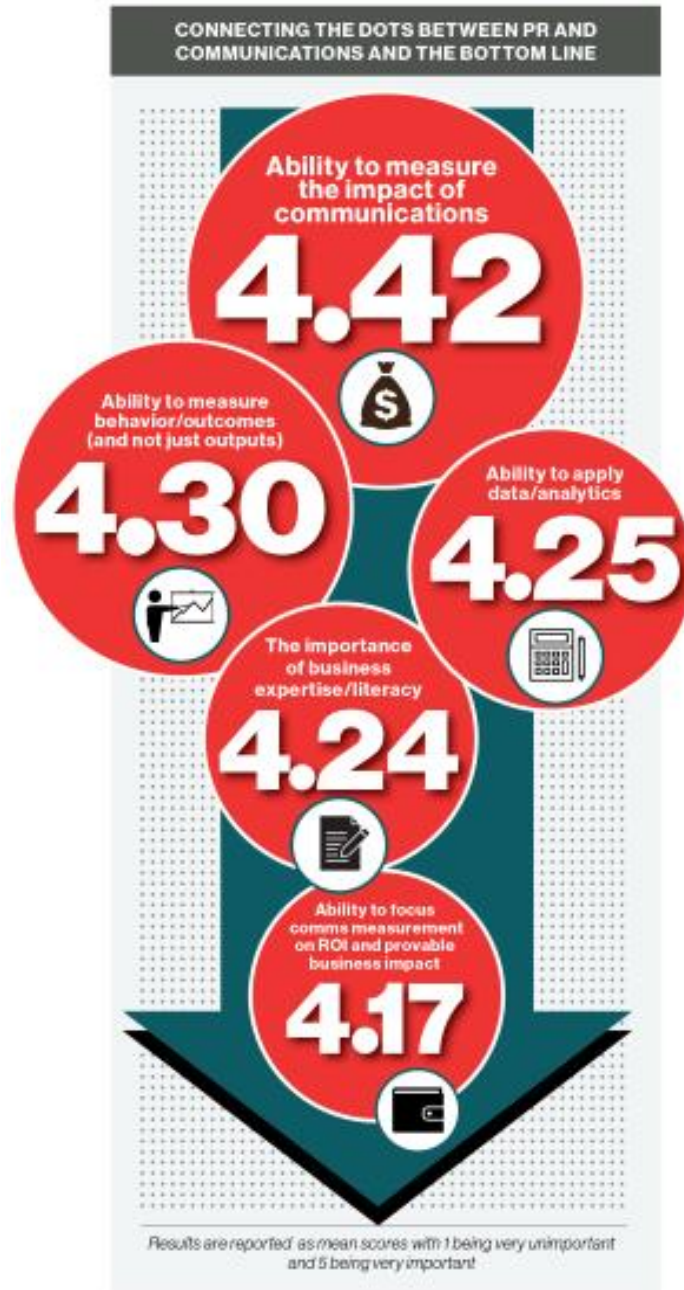
Results Highlights



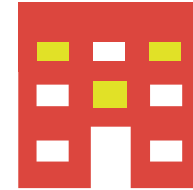
Respondents stressed importance of PR/comms **reporting** directly into C-suite plus **access** to CEO

However, fewer said it's necessary for CCO to report directly to CEO

Results Highlights



Ability to **measure behavior** and **outcomes** (not just outputs) scored very high



Results Highlights

Corporate pros believe rise of **in-house** and **owned media** are going to be key, more than agency pros

Women and younger pros value **storytelling** and **narrative skills**

As did the need to have a **global mindset**

Ethics and **CSR** more important for women than men



Results Highlights

Agency employees consider **application of new technologies** more important than corporate pros do

Agencies also appear more **advanced in using tech**

Agencies report **more integration** than do corporates

Men and older respondents believe **new tech** is important, more so than women and younger pros

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