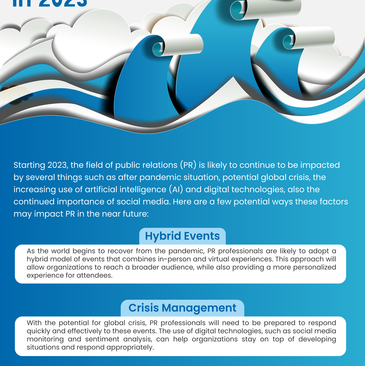
Kandi Voice
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Unleashing

The Power of PR & Emerging Trends in 2023



Starting 2023, the field of public relations (PR) is likely to continue to be impacted by several things such as after pandemic situation, potential global crisis, the increasing use of artificial intelligence (AI) and digital technologies, also the continued importance of social media. Here are a few potential ways these factors may impact PR in the near future:

Hybrid Events

As the world begins to recover from the pandemic, PR professionals are likely to adopt a hybrid model of events that combines in-person and virtual experiences. This approach will allow organizations to reach a broader audience, while also providing a more personalized experience for attendees.

Crisis Management

With the potential for global crisis, PR professionals will need to be prepared to respond quickly and effectively to these events. The use of digital technologies, such as social media monitoring and sentiment analysis, can help organizations stay on top of developing situations and respond appropriately.

AI and Digital Technologies

The use of AI and digital technologies is likely to become even more prevalent in the PR industry in 2023. This will include the use of chatbots, voice assistants, and other forms of automated communication to engage with stakeholders. PR professionals will need to be mindful of the potential ethical implications of these technol gies, such as the potential for algorithmic bias.

Authenticity in Social Media

Social media will continue to be a critical channel for PR professionals to reach and engage with stakeholders. However, there will be an increased focus on building more authentic relationships with stakeholders, rather than simply broadcasting messages. This will require PR professionals to create more engaging and personalized content that reflects the values and interests of different stakeholders.

In conclusion,

the PR industry is likely to continue to evolve in response to a variety of factors in this year. PR professionals will need to be adaptable and willing to experiment with new strategies and technologies to meet the changing needs and expectations of stakeholders. This requires a commitment to ongoing learning and development, as well as a willingness to embrace new ideas and approaches.

Source: prowly.com/magazine/app/uploads/2023/01/PR-trends-for-2023.png



Situation after the pandemic changed the way of life.

Communication or PR practitioners themselves admit that they cannot predict the coming year. This encourages them to sharpen their PR creativity to be more agile, listen to the audience more, and be more creative. According to prdaily.com, there are several points that can be concluded, namely

Internal and external communications must be continuously combined
Internal communication and PR have become one unit due to the pandemic. Even Red Thread PR tells PR Daily that up to half of their client work involves internal communication in some way.

Social media entered a new era
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Influencer relationships are the new media relationships
Newsrooms that are constantly overreaching, we must look for all this functionality elsewhere. Spending on brands with influencers is expected to increase by more than 23% by 2023. Additionally, 80% of marketers find influencer marketing effective or very effective, and 71% say manufacturers lead more than other forms of marketing.

Short-form videos are becoming more vital
By 95% of all 13-17 year olds use YouTube, and the group as a whole spends around 5% of their waking hours on TikTok. Both Millennials and Zoomers show a preference for videos that are less than 1 minute long, so we have to be smart about telling stories strictly.

Writing is still in demand
The foundational skill of communication is - and likely will remain for some time - the written word. In fact, 40% of respondents to a Ragan's Communications Benchmark survey said they hope to get writing training sometime in the next year.

Have a purpose
Arguably the biggest permanent change from 2020 that continues today is the increased need for corporations to show what and who they stand for.

Internal communications and PR used to be separate disciplines. However, the internal communication services experienced by PR agencies are shifting, i.e. their client work involves internal communication in several ways. Communication practitioners must continually determine the causes they need to take a stand on how to adapt to real change.



Adapting, Evolving, and Pivoting to Meet Increasing PR Trends

The Point of View by Gumilar Rachdityo Mumpuni

The pandemic has changed all aspects of life, including the world of work. New opportunities emerge as new habits, which are now a benchmark in measuring a company's success in creating a brand campaign. The role of a PR is also required to master a wider field, than just campaigning through conventional media as before. Not only good at maintaining good relations with stakeholders, including the media, now a PR must be good at utilizing various new media channels to create or maintain a positive image of a company or brand.

Gumilar Rachdityo Mumpuni or who is familiarly called Unik, General Manager Operations of the Kalandara Group which oversees Kandi Imaji, Katarsa, and Kanaka, will share her views on how a public relations practitioner today can be required to master all situations including crisis, and be ready to face the disruption of the digital era or The Industrial Revolution 4.0. According to Unik, the dynamic and ever-evolving nature of communication requires upgrading, so that PR can meet the demands of the times. The potential for a global crisis, the increasing use of artificial intelligence (AI) and digital technology, as well as the importance of social media, requires that a PR must be able to upskill and reskill his abilities in order to adapting, evolving, and pivoting to meet increasing PR trends.

"Upskilling and reskilling are about learning new skills, the context for each is slightly different. Upskilling is focused on helping employees become more knowledgeable and develop new competencies related to their current position, while reskilling is about equipping workers to change paths and move into new roles within your organization or company," said Unik.

Then Unik explained that the difference between these two concepts lies in the training objectives. "Skills improvement (upskill) aims to teach new skills to employees in order to optimize their performance. While retraining (reskill) is set to train employees to adapt to different positions within the company. In general, the former is said to create a more specialized worker and the latter more flexible."

Upskilling and reskilling are two important strategies to ensure employees remain competitive in the workplace. The importance of knowing when to upskill or re-skill and understanding what and why it is so beneficial. As well as getting ahead of the competition, upskilling and reskilling also provide employees with opportunities to advance their career prospects. As technology continues to develop and industries become more specialized, it is important for workers to acquire new knowledge and techniques if they are to advance in their chosen field. By taking the time to learn new things, employees position themselves as valuable assets that cannot be ignored by the company.

