



5 PR Predictions for 2019 according to Ella Minty

Although “digital” is still considered by many in the public relations and communication sectors worldwide as the “Holy Grail” of everything related to our activities, digital and conventional media relations are hardly “it”.

These are the main developments that, in my view, will take shape in 2019:

1



A significant drift between in-house and agency work.

A significant drift between the relevance of public relations in-house and agency work will occur. The former will see in-house activities to private and public businesses significantly bottom out their impact, while agencies will continue to pay an increased importance to automation and media relations.

2



The relevance of the agency model is diminishing.

We'll see a lot of smaller agencies going under due to a rise in digital tools that can be used by in-house teams, and we'll also witness several takeovers of mid to large agencies – the relevance of the agency model is diminishing and click baits, stunts and headlines will have to be directly linked to organisational objectives. The most successful agencies will be those who are there for the entire project journey, not just for a part of it. Demonstrating leadership and strategy skills will form part of the winning combination.

3



The demand for cyber security expertise is on the rise .

For those specialised in issues management and crisis communication, there is a new form of expertise required for their teams: cyber security and deep fakes experts. These have a specialised skill set which, in my view, would be crucial to bring in early in the project.

4



Social activism will take centre stage.

PR will find a new business line in social activism and will begin to tackle big issues in the search for a social and/or higher purpose. We may witness the creation of solely “ethical” agencies.

5



It's time to rethink the public relations curriculum.

Artificial intelligence and automation will cause significant impacts to the academic curricula across the world since the “jobs” junior practitioners are usually tasked to do are, pretty much, becoming automated. As such, the formal academic teaching will need to refocus its offering on the complexities of strategy, leadership, ethics, business acumen, international relations etc. of the public relations curriculum.