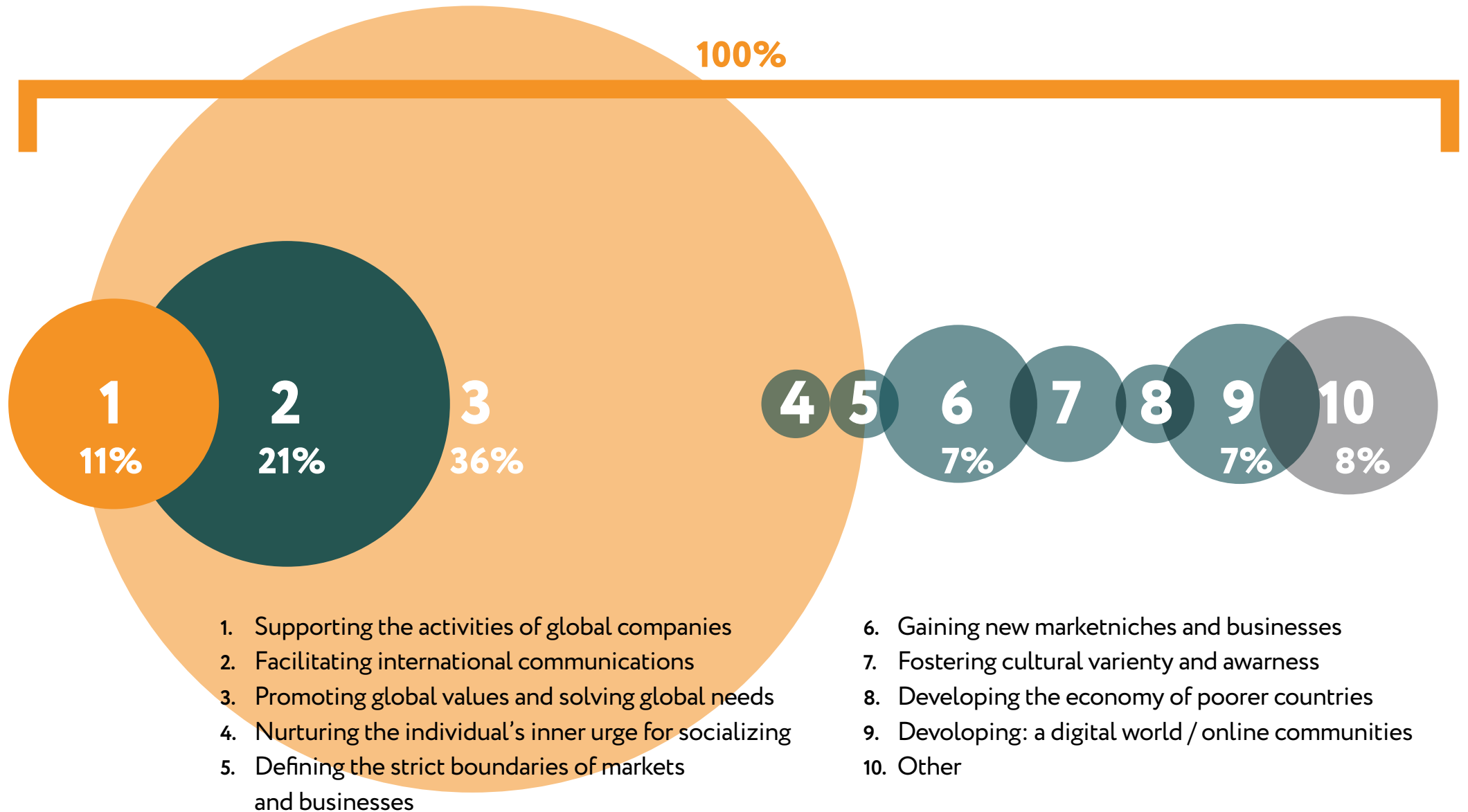


WORLD
COMMUNICATION
FORUM
ASSOCIATION

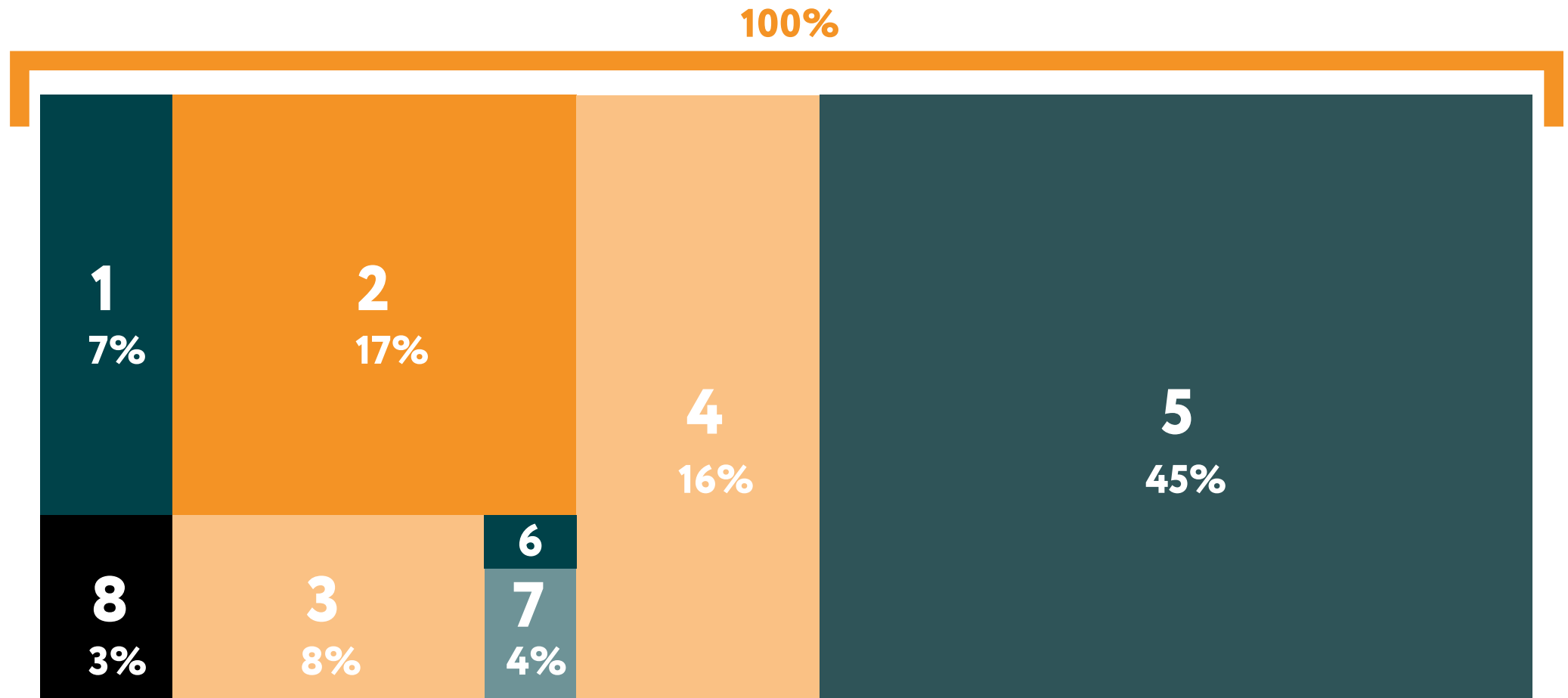
WCFA
GLOBAL SURVEY

2016

01 / KEY TASK (MOST IMPORTANT) OF TODAY'S GLOBAL COMMUNICATIONS



02 / KEY CHALLENGE (MOST IMPORTANT) OF TODAY'S COMMUNICATION PROFESSIONALS



1. Communication support in crisis situations
2. Battle against manipulation of the media
3. Strategic victories in information wars
4. Overcoming the crisis of confidence

5. Formation of a long-term reputation in a fast-changing world
6. Safety on the Internet
7. Finding and nurturing Talent
8. Other

03/ COMMUNICATION AS A SOLUTION TO 3 OF TODAY'S WORLD PROBLEMS/CHALLENGES/CONFLICTS

TOP 3 ISSUE

POLITICS

1. Competitors for issue № 1:

international
cooperation,
collaboration
& mutual un-
derstanding

immigration,
refugees,
racism,
radicalization

2. TRUST

3. TRANSPARENCY

4. WIN-WIN SOLUTIONS,
conflict prevention/resolving,
diplomacy, peace-making

5. TERRORISM, wars, extremism

NOTE:
reliability +
trust (together): issue № 1

BUSINESS

1. ETHICS, fair competition,
honesty

2. HR, internal comms, mini-
mum wages, talent acquisition

3. TRUST DEFICIENCY,
manipulation of info

NOTE:
transparency & crises
compete as issue № 4

NOTE: stakeholder engage-
ment & reputation (together):
issue № 2

SOCIAL

1. ENGAGEMENT
& community management

2. EQUALITY, gender equality,
equal opportunities

3. SOCIAL MEDIA
& networking

NOTE:
hunger+poverty (together):
issue № 1

HEALTH

1. EMPATHY & SOLIDARITY

2. Competitors for issue № 2:

access

trust

starving/
malnutri-
tion, lack
of medi-
cations

3. Competitors for issue №3:

competence
& education

prevention,
healthy life-
style

NOTE:
crisis-com + epidemics
(together): issue № 1

ENVIRON- MENT

1. CLIMATE change

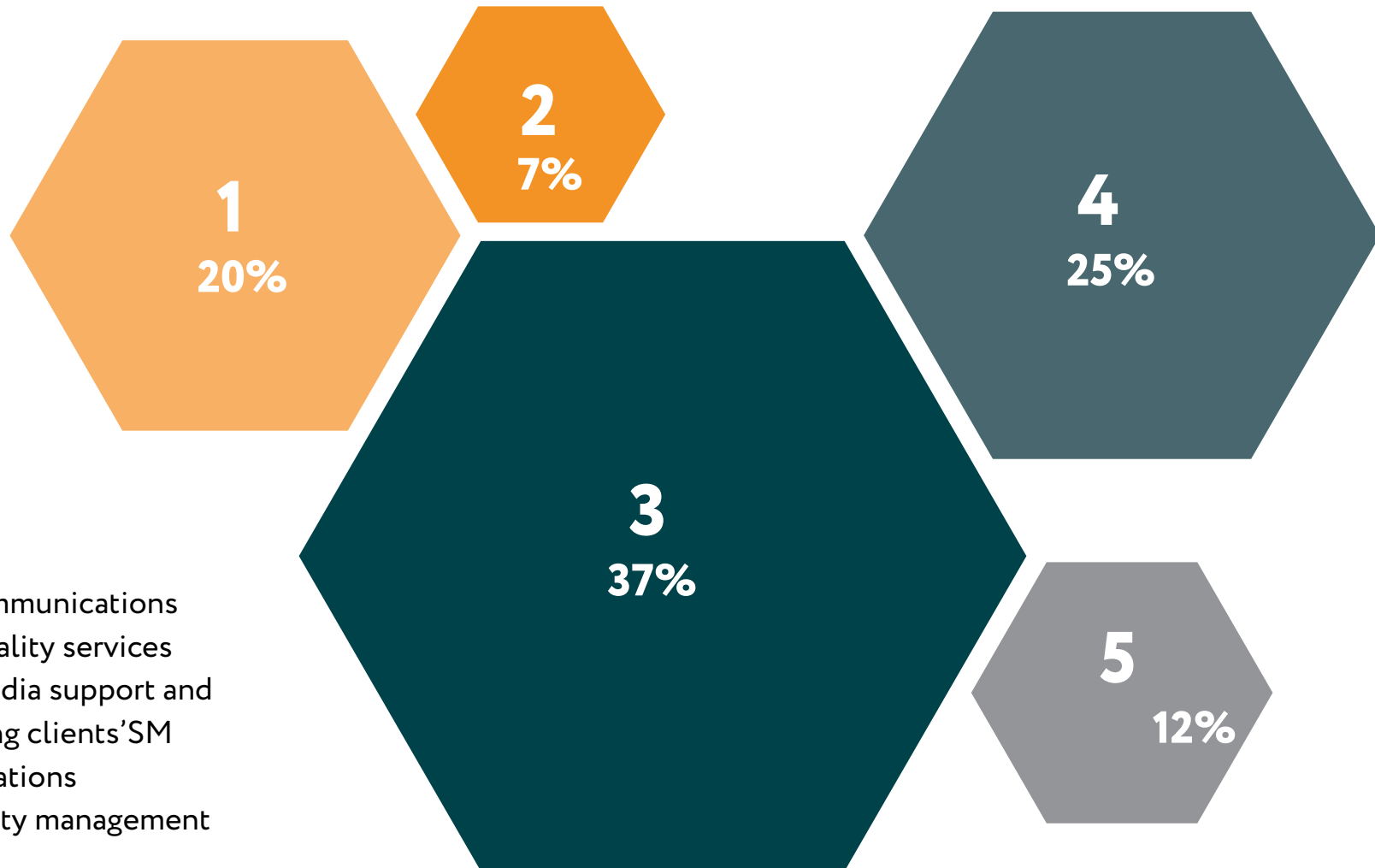
2. SUSTAINABILITY

3. PRSERVATION &
wildlife protection

NOTE:
climate change+
global warming (together):
issue № 1

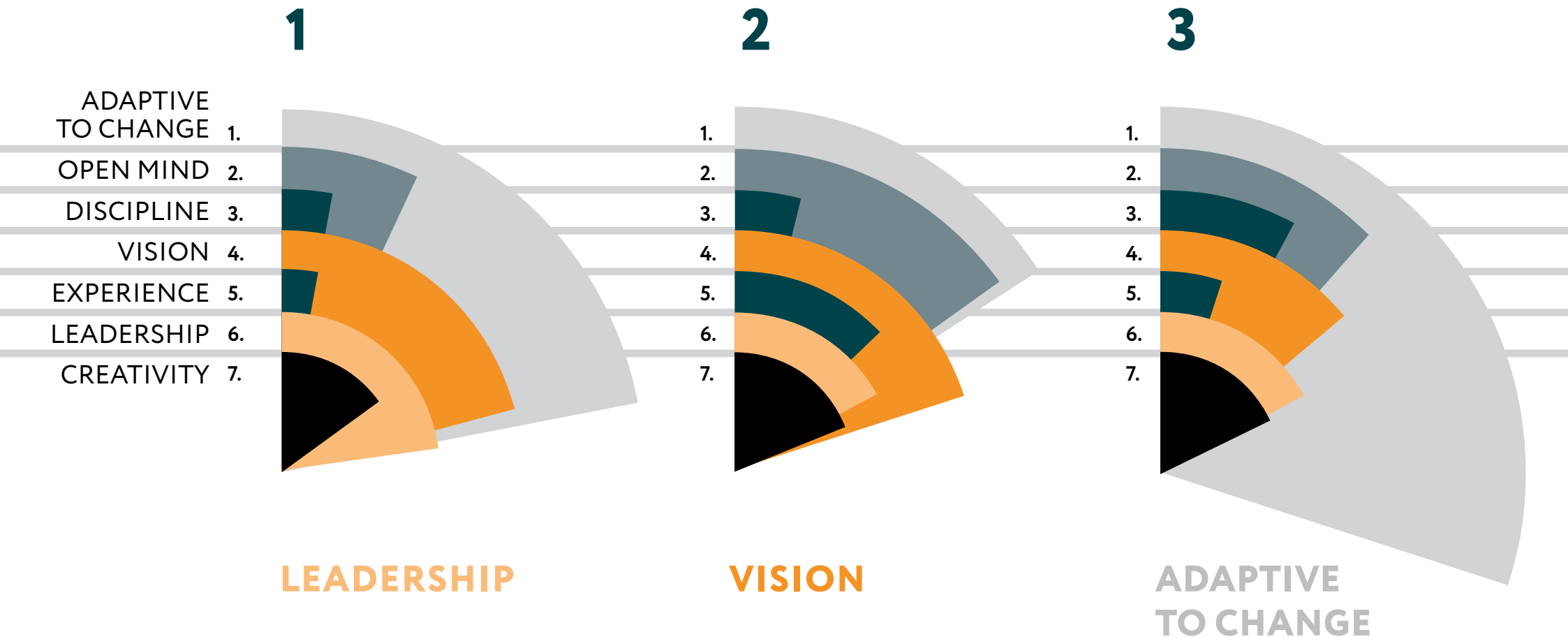
04/ MOST PERSPECTIVE MARKET NICHE FOR TODAY'S COMMUNICATION AGENCY BUSINESS

100%



1. Crisis communications
2. Virtual reality services
3. Social media support and developing clients' SM communications
4. Community management
5. Other

05/ THREE MAJOR SKILLS OF TODAY'S COMMUNICATION DIRECTOR OF A GLOBAL COMPANY



**06/ IF YOU NEED TO ADD UP TO 3 OTHER SKILLS,
PLEASE SPECIFY THEM BELOW IN A LIST,
IN THE ORDER OF YOUR PREFERENCE**

EXPERIENCE

INTELLECT
CREATIVITY

STAMINA

ABILITY
TO IMPLEMENT
TRENDS

VISION

OPEN-MIND
CHANGE-ADAPTIVE

DIGITAL

LEADERSHIP

DISCIPLINE

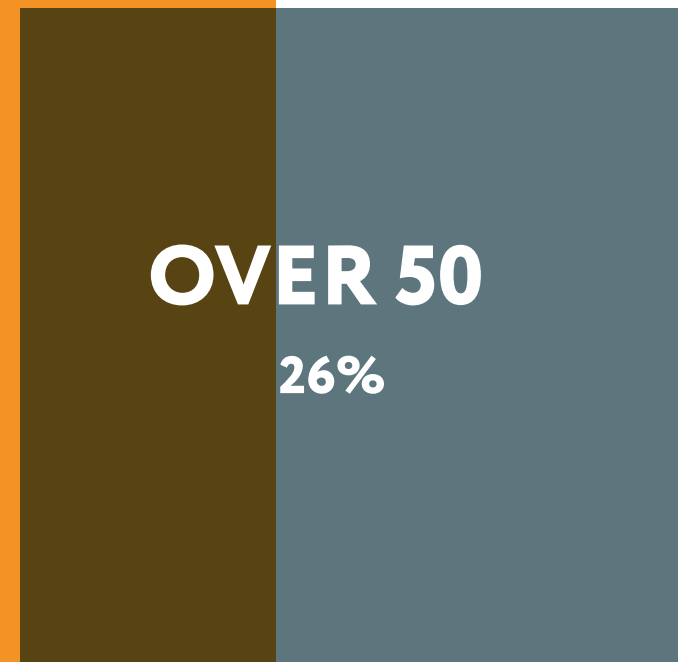
SM-SAVVY

07/ YOUR AGE

100%



30-50
59%



OVER 50
26%

08/ YOUR REGION

100%



1. Central and South Africa

2. Asia

3. Europe

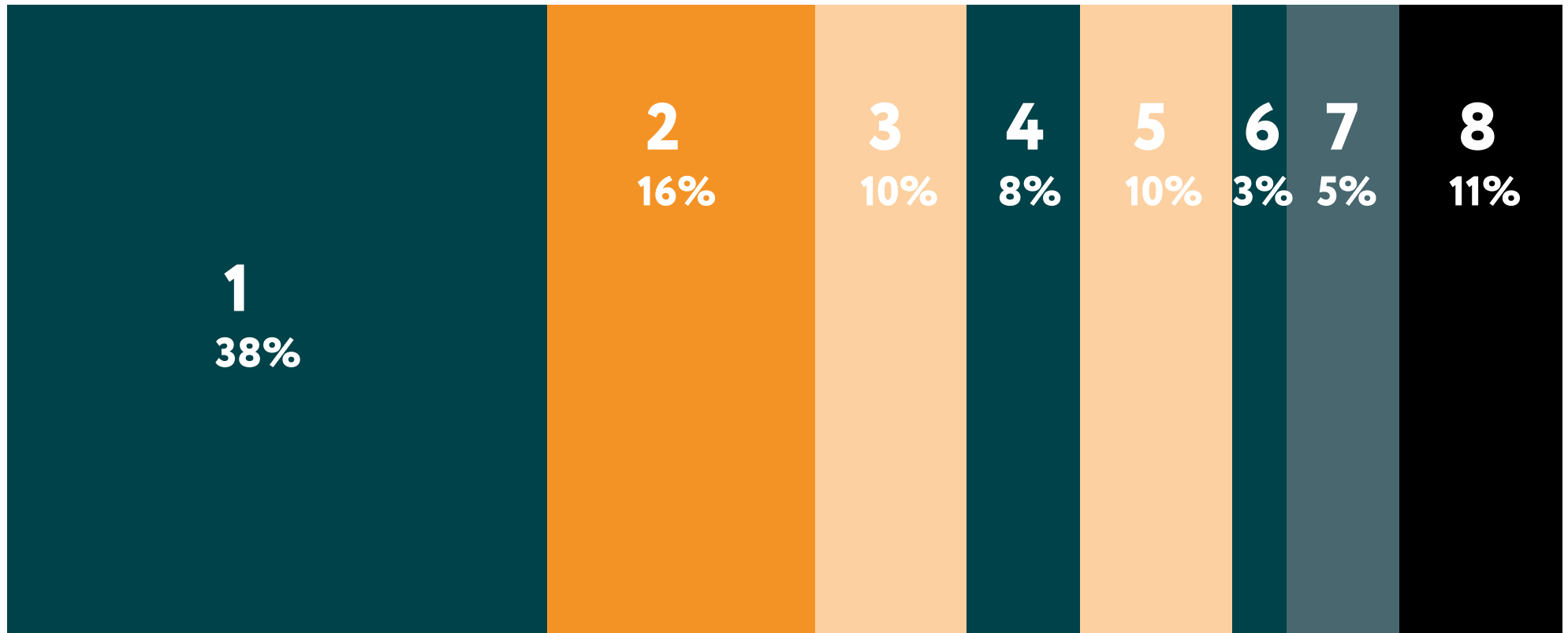
4. North and Central America

5. Latin (South) America

6. Middle East / North Africa

09/ YOUR FIELD

100%



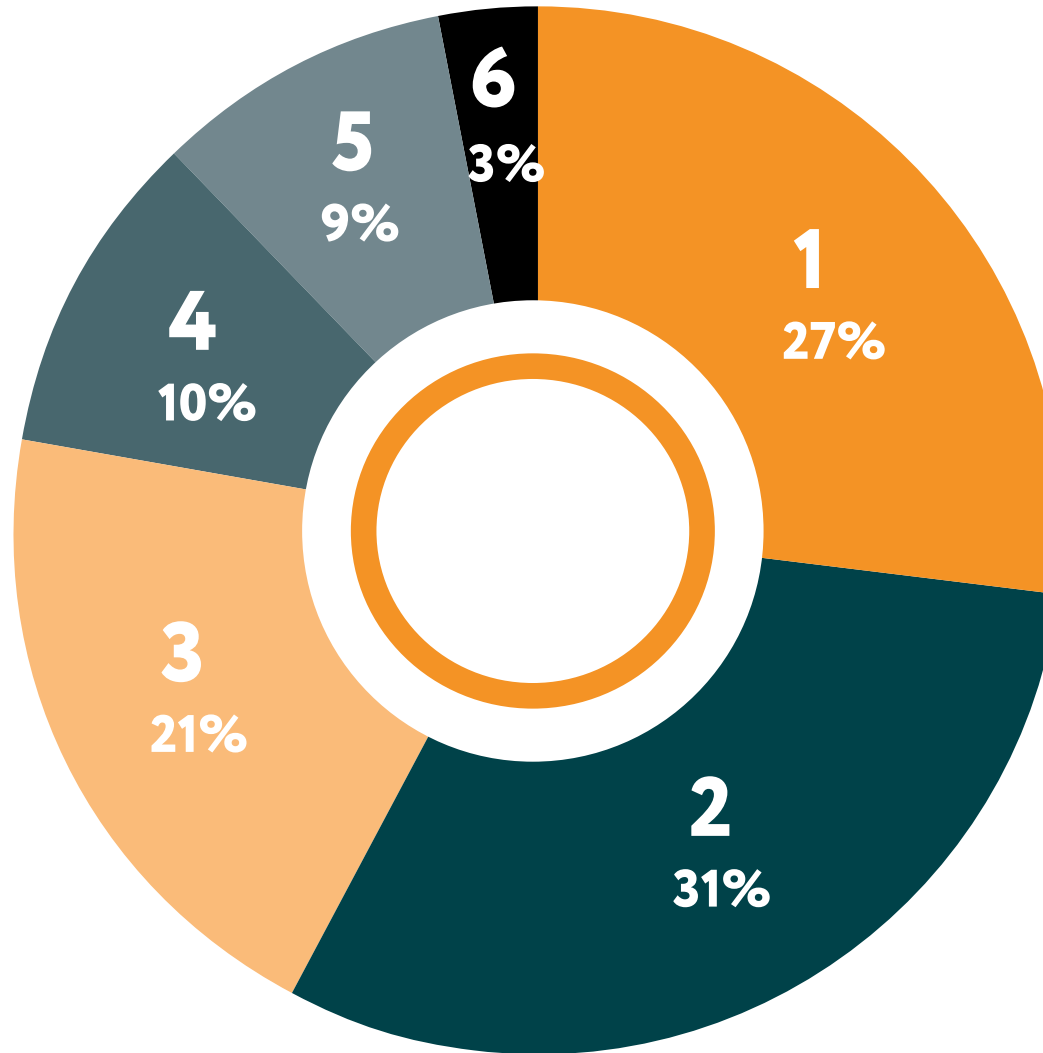
1. Communication agency
2. Corporate communication officer
3. Chief communications officer
4. Media

5. Education
6. Government
7. Non-profit organization
8. Other

10/ YOUR LEVEL

100%

1. CEO / President
2. Manager / Partner
3. Advisory / Expert
4. Specialist / Tutor
5. Employee / Trainee
6. Other



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• Davos

An abstract background graphic consisting of numerous fine, light-colored lines radiating from a central point, creating a starburst or flower-like pattern against a dark teal background.