

Andrea Cornelli, PR HUB

TIMES ARE CHANGING – PR ARE CHANGING

DIGITAL REVOLUTION

THE WORLD IS CONNECTED

CONTENT IS KING



## **DIGITAL REVOLUTION**

- A significant transformation is occurring
- People are changing their way of working and living
- New lifestyles affirm and create new paradigms of relationships between people

## **THE WORLD IS CONNECTED**

- 1 in 3 people in the world is connected
- 1.5 billion people online, with each person connected for 1.5hrs per day, on average
- 30 million Internet users in Italy

## **CONTENT IS KING**

- People are inundated with messages both on- and offline. In order to be heard amongst all the noise, the big effort for PR is to provide relevant content for stakeholders.  
It's all about content and delivering true value to consumers.



# AN EXTENSIVE OFFERING

SPECIALIZED VERTICALS

BIG FISHES ENTER LOCAL MARKETS

WIDER SCOPE AND SPECTRUM OF AGENCIES

INVASION OF CONSULTING GIANTS

SYSTEM INTEGRATORS ENTERING THE COMPETITION

**On the communication market, there are many agencies able to offer companies integrated models consistent with their business**

**but**

**the offering of solutions is ample and the communication marketplace is oversaturated with a wide variety of players:**

- Micro-vertical players highly specialized in digital services
- Large foreign groups entering into local markets
- Large groups looking to widen the spectrum of their spaces / services / scope
- Large consulting groups (e.g. McKinsey) entering the market with communication strategy proposals
- System Integrators originating from technology field and crossing over to the communication sphere, developing digital tools



# THE CRUCIAL ROLE OF ASSOCIATION



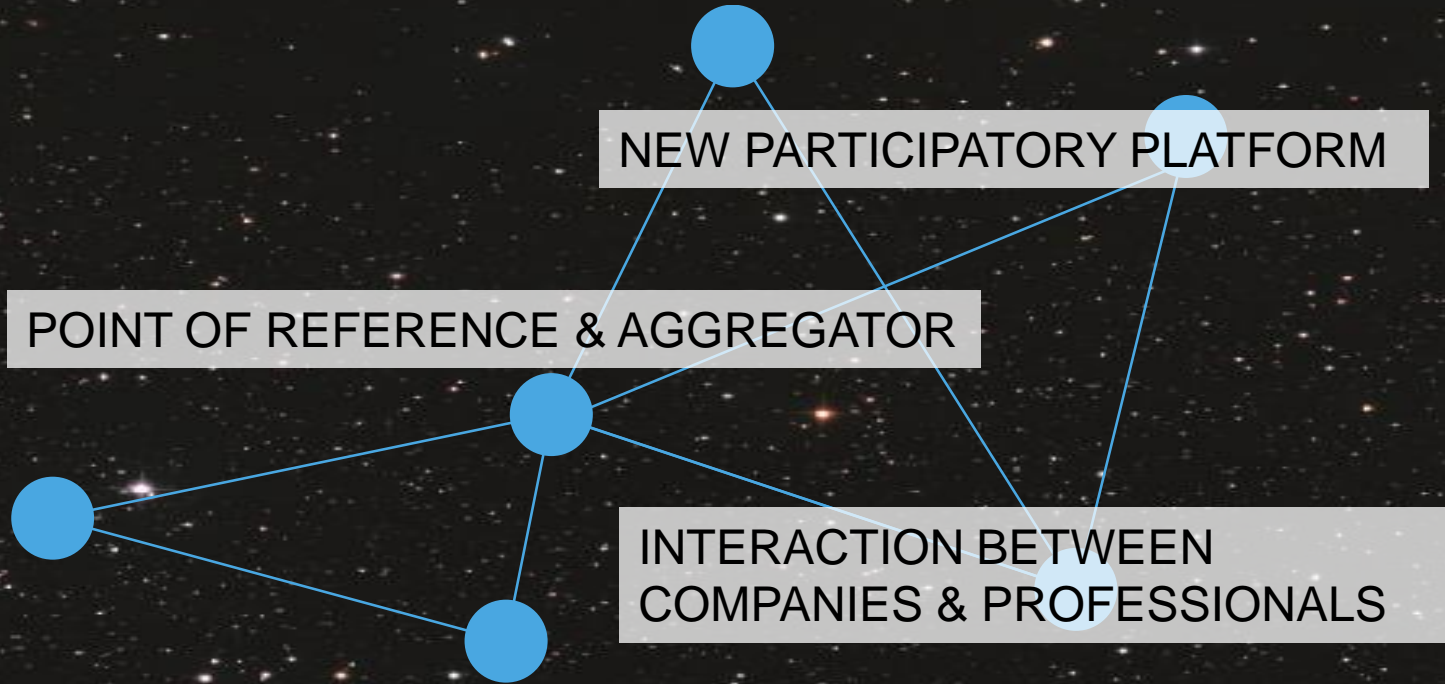
COOPERATION & SUPPORT

SYNERGIES & NETWORK

ACHIEVEMENT OF ETHICAL  
STANDARDS OF COMMUNICATION

# THE ROLE OF ITALIAN ASSOCIATIONS IN COMMUNICATION

- Associations should have the aim to foster widespread diffusion of beneficial networks among PR professionals, companies and institutions to generate cultural, tangible and moral value.
- An association is a fundamental resource when it is effective in maintaining the shared values of its associates and achieving common goals.
- The five principles behind each association:
  - ✓ **TRANSPARENCY**: an open community of solidarity, enabling two-way exchange between members
  - ✓ **ETHICS**: corporate practices and communication activities that adhere to precise policies and uphold high standards, encouraging social responsibility of member organizations and clients and prohibiting the use of falsified data, in order to preserve the ethical reputation and values of the PR industry
  - ✓ **PROFESSIONAL DEVELOPMENT**: the programming of interdisciplinary and integrated training courses that enrich individual members and strengthen the assets of the group as a whole
  - ✓ **COMPETITION**: the development of specific projects in which members are personally and fully engaged, raising the bar for individual corporate goals and rendering even the most complex projects possible
  - ✓ **GLOBALIZATION**: a focus on international relations, inspiring Italian companies in the industry to look beyond national borders, even given the distinct and exceptional nature of their own culture



PR HUB.



# PR HUB IN A NUTSHELL

- PR Hub is the new participatory platform for Public Relations and Communication firms, serving as an **aggregator and point of reference** for all PR and communication agencies in Italy.
- We are PR professionals, responsible for curating the communication strategies that support executives, businesses and professionals of institutions. Together, we constitute a valuable, modern and dynamic network capable of maintaining the **ethical, social and strategic value of our work**.
- The active, integrated platform facilitates **interaction between companies and professionals**, showcasing members' experience and rendering even the most ambitious projects possible.
- Inside PR Hub, one's assets are available to all, as the individualistic notion of industry competition is a concept of the past. Today, "to compete" means to **progress together, cultivating and developing new opportunities** in Italy and the rest of the global community.
- The PR Hub platform fosters **collaborative intelligence and knowledge** exchange among all members and clients, facilitating content creation, strategy building and effective execution of complex procedures

# THE MANIFESTO

- ✓ **PR Hub was founded** with the purpose of asserting the importance, ethical nature and significant strategic and social value of the public relations field.
- ✓ **PR Hub is committed** to carrying out communication activity that responds to a specific strategy.
- ✓ **PR Hub embodies** the ethical standards of the communication consulting field, which prohibits the distribution of falsified or unreliable information and news.
- ✓ **PR Hub encourages** corporate social responsibility and sustainable development.
- ✓ **PR Hub aims** to foster widespread diffusion of valuable networks of business professionals, managers, thought leaders, academics.
- ✓ **PR Hub seeks to design** and establish once and for all a clear professional symbol of the public relations field, on both a national and international level.
- ✓ **PR Hub implements** working methods with the primary objective of maintaining a qualitative standard capable of satisfying clientele.
- ✓ **PR Hub proposes** the adoption of new analytic models and strategic approaches to communication and the measurement of results.

