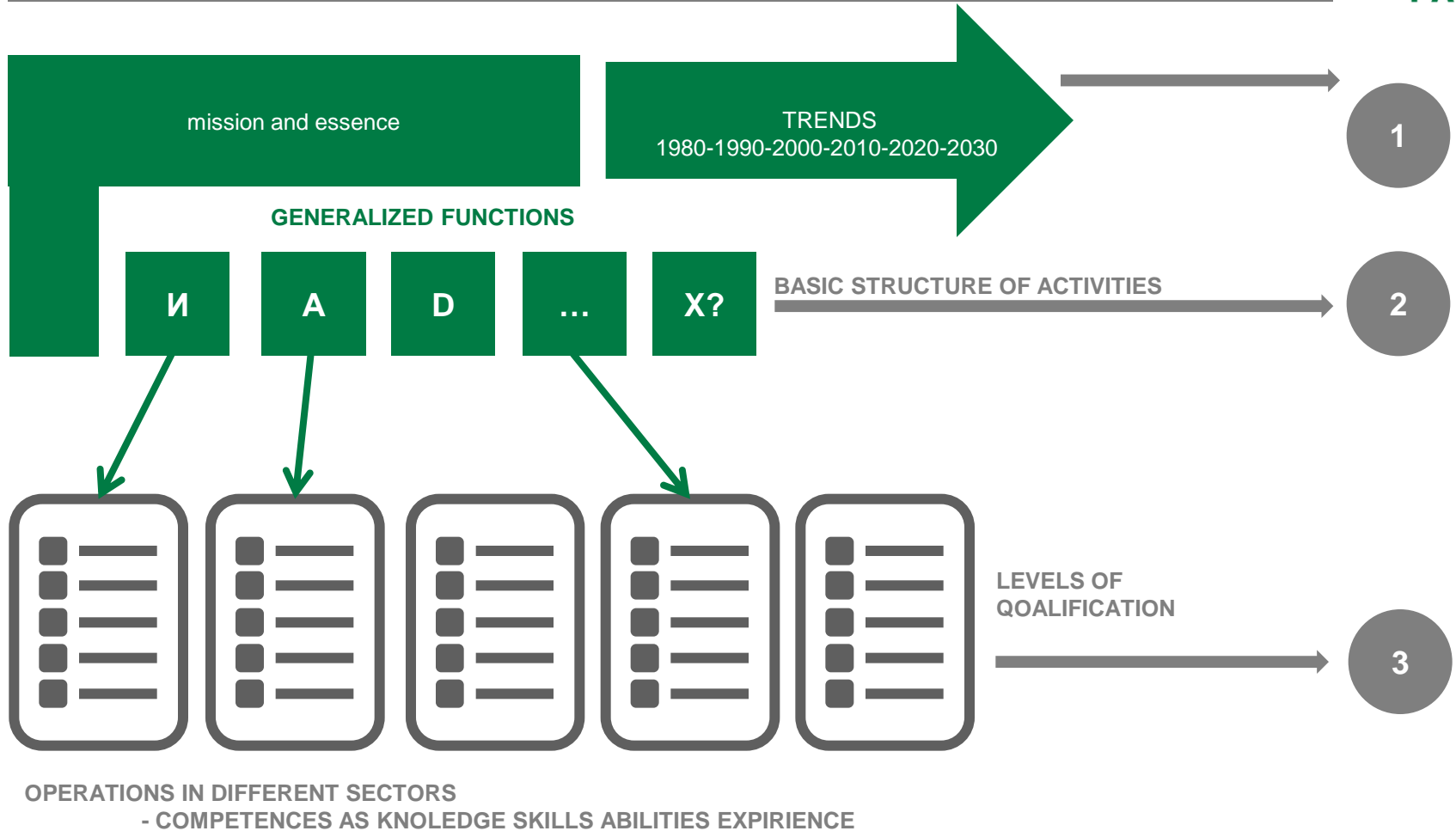


# SECRET MAP OF RUSSIAN INFLUENCE TO THE MARKET



# Main specialties

**Big and open data analysis**

**Communication strategy design**

**Content creation**

**Project management**

**Implementation of strategy -  
organization of communications**

**Development of human capital and  
self-organization**

Recent developments demonstrate that communications play a particularly strategic role for society



**This role may be both stabilizing and destabilizing, leading both to social development or degradation**

## In a communications environment:



human capital grows



the communities identify themselves and get organized



innovations are created



the future is defined

**strategic management of the communication environment under increasing public and information transparency – organization of processes that favor social changes and development through creation and maintenance of:**



ensuring information availability and credibility



reputation defence through risk management



new sustainable relations between social groups



collective values



mechanisms for productive communication  
(communication which is generating new knowledge,  
meanings, ideas, and projects)



- Increasing information scope, intensified competition for the human attention and as a result growing popularity of such forms "packaging" of information, as visualization and storytelling
- Development of integrated communications that combine the possibilities of traditional and new communication channels and also various types of communication tools
- Development of digital and mobile communications, emergence of new tools and platforms for social interactions

Strengthening of local and regional players, increase in their communication activities accompanied by a public interest in the local agenda.



Increasing demand in establishing trust and open interactions between the state, businesses and society, including strengthening of the CSR factor. Increasing demand for internal communications development services and communication management of company's social activity.

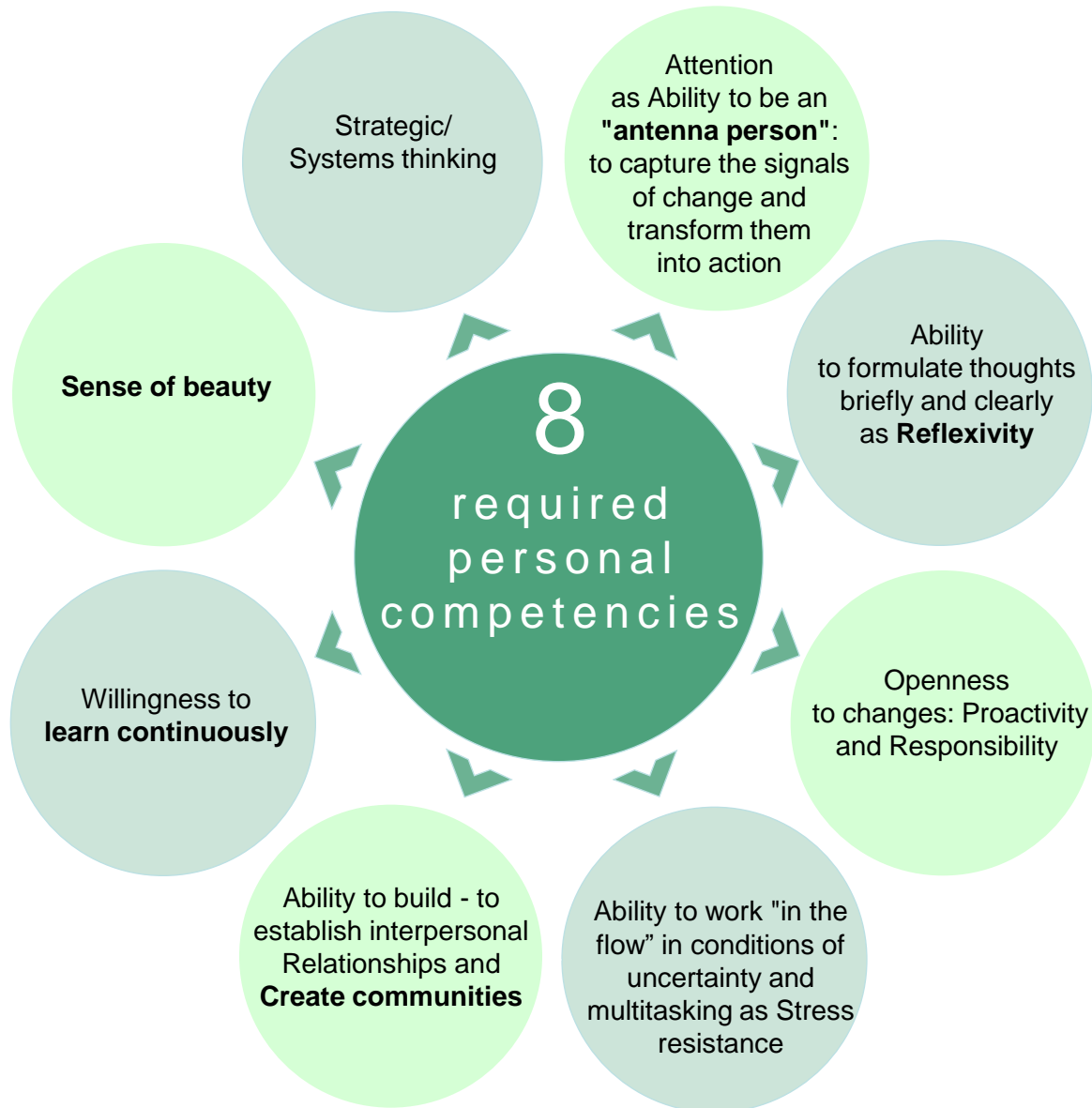
Increasing demand for crisis communications caused by both the world economy instability, and the accelerated information transfer, which made the information crises more frequent, and the crisis communications – an integral part of the PR professional activity.

- Rise in the differentiation of target groups and communication tools, targeting of communication and attention to communication campaign targeting.
- Information environment systematization and emergence of new measurement capabilities and information context analytics.
- Development of PR efficiency evaluation methods, including PR corporate activity results in the KPIs.
- Convergence of PR with other management techniques and fields of activity, growth of the strategic role of PR.





# Eight required personal competencies



- **Creating and implementation of personal long-term development strategy**
- **Personal resources management**
- **Maintaining personal professional effectiveness in stressful and changing environment; compliance of decisions and actions with changing demands of market, company, client etc.**
- **Observation of ethical rules in relations with partners, clients, colleagues and audiences**
- **Participation in professional community activities, such as**

## #WCF2016

*this presentation was made by Yuliya Gryaznova, Oleg Poletaev, Roman Chernigovcev  
together with our partners – GOOD agency*