



ICCO European Group
Thursday 6th June 2019
Rome, Italy

@iccopr #ICCOEurope

Juergen H. Gangoly
ICCO Regional President, Europe

WIFI Network: iCavour
WIFI Password: !cavour50

Thursday, 6 June 2018 - AM

- 10:00 Welcome, *Juergen H. Gangoly, ICCO, Regional President, Europe*
- 10:15 Welcome speech, *Martin Slater, PrHub - CEO Noesis /Italy*
- 10:30 Leading Through the Turn: Navigating Change in Uncertain Times
Elise Mitchell, ICCO President
- 11:00 Communication 4.0.: How institutional communication has changed
Igino Rugiero, Head Secretary of Military Affairs and Head Secretary of the Supreme Defense Council, Presidency of the Italian Republic
- 11:30 Coffee break
- 11:30 Coffee Break
- 11:30 Sir Michael Leigh, German Marshall Fund
- 12:30 Andy West (Group Chief Development Officer Hotwire) - Communication in high-risk situations
- 13:00 Lunch

Thursday, 6 June 2018 - PM

- ▶ 14:00 The macro benefit of Gender Diversity. From Innovation to Business
Carola Salvato, CEO Havas Health & You Italy
- ▶ 14:30 Relationship between business, human rights and information in society
Patrick Penninck, Head of Information Society Council of Europe
- ▶ 15:00 Combating misinformation and fake news
Lorenzo Brufani (Competence) and Giorgio Cattaneo (MyPr) Matt Cartmell , PRCA
- ▶ 16:00 Coffee break
- ▶ 16:30 Emerging Trends in PR skills, talent, salaries, employee wellbeing and agency demographics in Europe
Matt Cartmell, PRCA, UK, Diego Biasi (BPress) and Lorenzo Cabras (Chili PR), IT
- ▶ 17:00 From raising awareness on rare diseases to fundraising activities to help cure them
Annamaria Zaccheddu (Responsible of Scientific Communication Fondazione Telethon)

Welcome

Martin Slater

PR Hub, Italy

CEO, Noesis

Leading Through The Turn: Navigating Change in Uncertain Times

Elise Mitchell

President, ICCO

Founder, Mitchell

A photograph of a motorcycle riding on a winding asphalt road through a dense forest. The road curves to the right, and the trees are lush green. The motorcycle is in the center of the frame, moving away from the viewer. The background is slightly blurred, suggesting motion.

Leading Through the Turn How Successful Leaders are Navigating Uncertainty in a High Velocity World

Elise Mitchell
CEO, EliseMitchell.com
Founder and Chairman, Mitchell Communications Group

A scenic photograph of a narrow, paved mountain road winding through a lush, green landscape. In the distance, a motorcycle rider is visible on the road. The road is flanked by dense green trees and vegetation. In the background, a mountain peak is partially obscured by low-hanging clouds and mist. The overall atmosphere is serene and adventurous.

We were meant to be explorers

2006



2016



@elisemitch





Looking through the turn



Pace of change

An aerial photograph of a winding asphalt road with double yellow lines, curving through a dense forest of evergreen trees on a mountain slope. The road is surrounded by lush greenery and rocky terrain. A semi-transparent grey box is overlaid on the left side of the image, containing the text "Embrace uncertainty".

Embrace uncertainty

An aerial photograph of a winding asphalt road with double yellow lines, curving through a dense forest of evergreen trees on a mountain slope. The road is bordered by a white guardrail in some sections. The overall scene is lush and green, with some rocky outcrops visible.

Leadership lessons

- Figure it out as you go
- Be a learning leader
- Role model learning for others



Get out of the chaos

The image shows a view of a city, likely Jaipur, India, seen through an ornate, arched balcony railing. The railing is made of light-colored stone or plaster with intricate carvings. The city below is densely packed with buildings, mostly in shades of white and light blue, with some greenery visible. The sky is clear and blue. A semi-transparent dark grey box is overlaid on the image, containing text and a list of bullet points.

Get on the balcony to see clearly

- What's happening now
- What's coming
- What you need to do about it



@elisemitch



Five questions

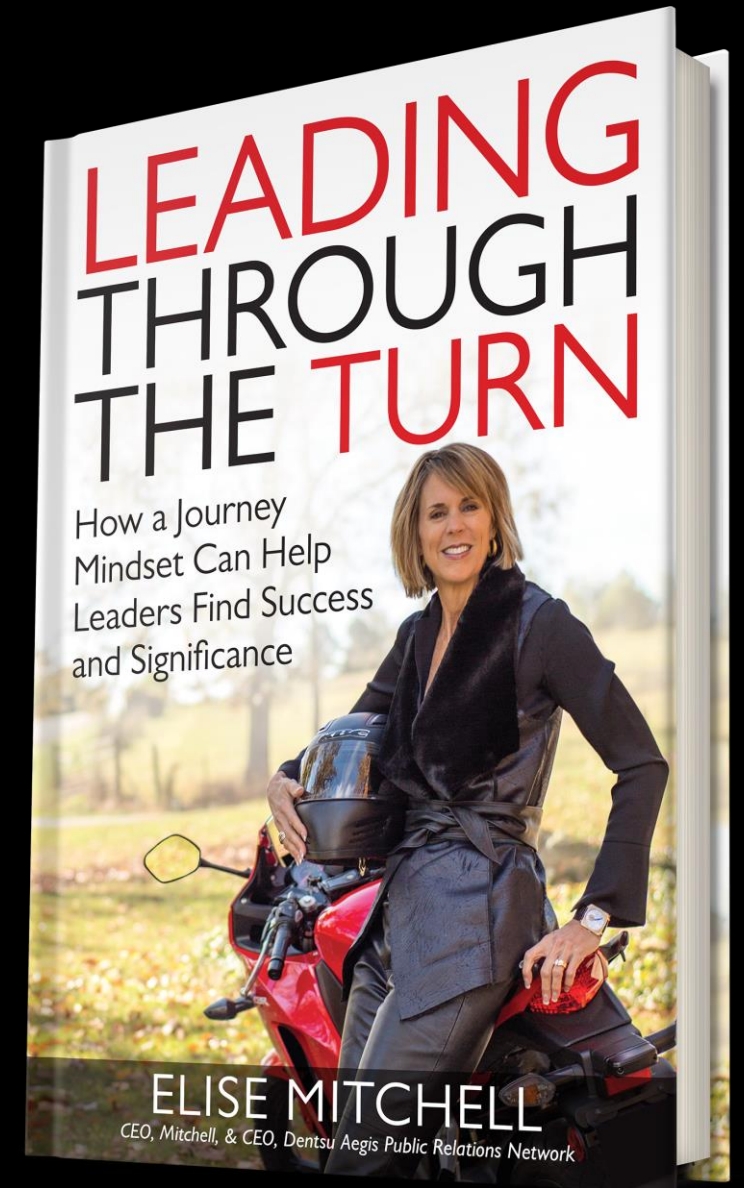
- What is our reality?
- What can we control?
- What can't we control?
- What do we want to achieve?
- How does our strategy need to change?



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Elise Mitchell



Looking through the turn

Communication 4.0 How Institutional Communication Has Changes

Igino Rugiero

Head Secretary, Office of Military Affairs,
& Head Secretary, Supreme Defence Council,
Presidency of the Italian Republic

Quirinale Palace



INSTITUTIONAL COMMUNICATION 4.0

Its role and working modalities

MARKETING

Marketing is the social and managerial process through which needs are satisfied by the creation of creative solutions aimed at facilitating the exchange of goods and value.

It is the art of understanding, creating and providing exchange value in order to satisfy the market needs and resulting in the making of profit.



Official meeting



Work meeting



State dinner

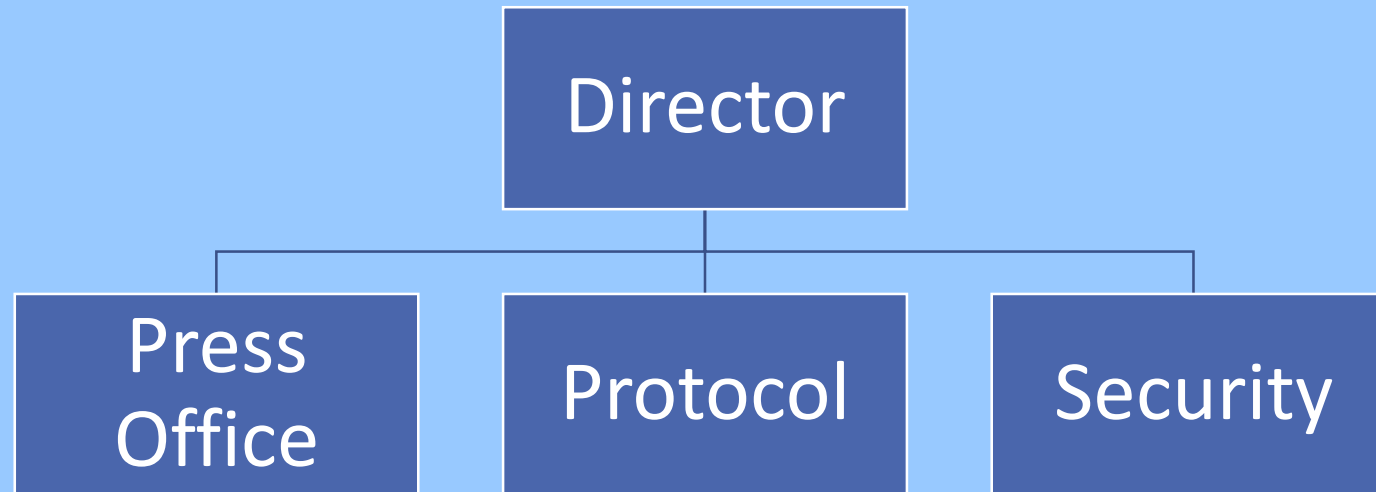
G7 in Taormina (2017)



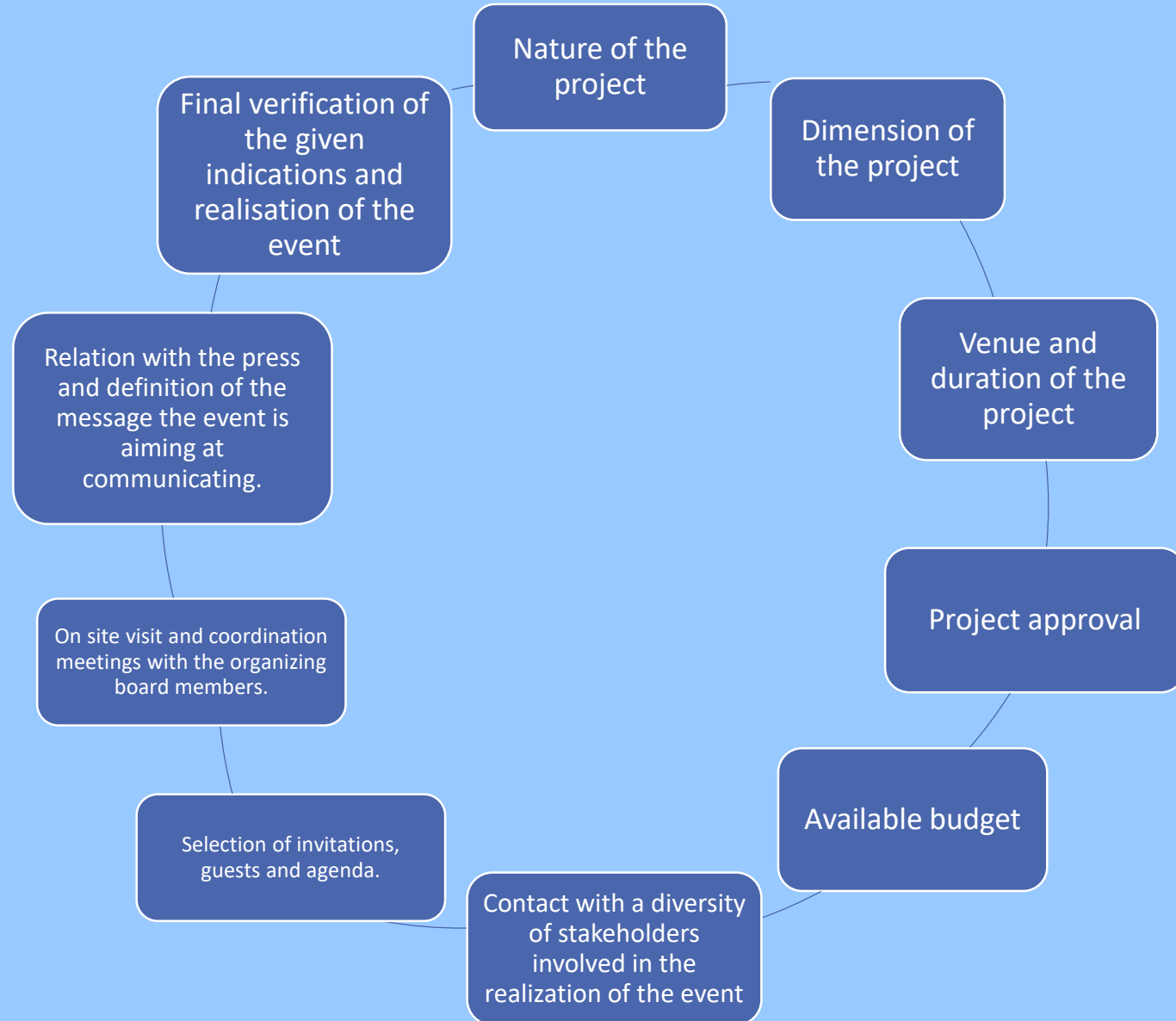
Signing of memoranda of understanding (MoUs)



External relations organisational chart



Organizational phases



CONCLUSIONS

- Complexity of the coordination path
- Training courses
- In depth analysis of the field – less theory more practice
- Form is substance
- Regular update on the evolution and the use of PR

THE FUTURE BELONGS TO THOSE WHO EMBRACE CHANGE
AND CONSIDER IT AN ALLY, NOT AN ENEMY!

Coffee Break (30 mins)

Sir Michael Leigh

German Marshall Fund

Brexit and the Future of Europe

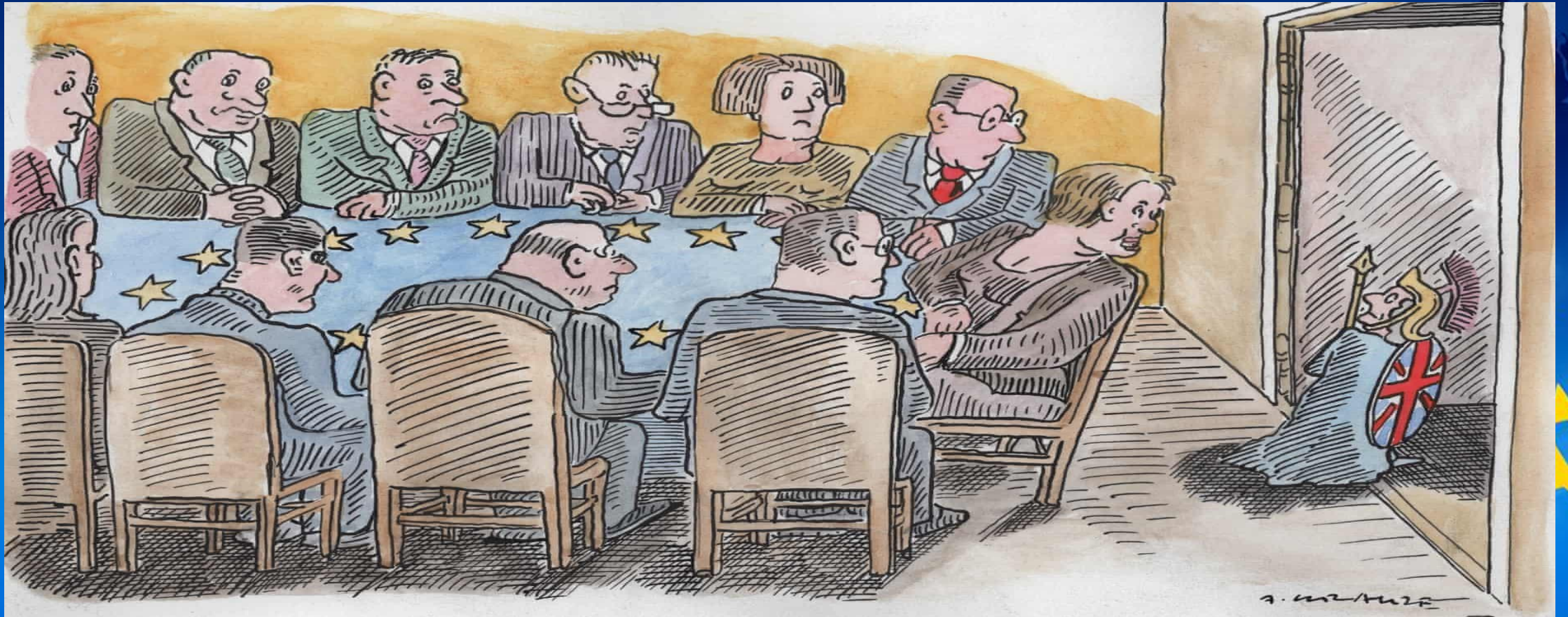
ICCO European Regional Meeting
June 2019 - Rome, Italy

Michael Leigh
Johns Hopkins University
SAIS-Europe

@MLEurope



Brexit and the future of Europe



Four explanations for Brexit

1. British insularity
2. Breakdown of British political system
3. Brexit = populism British style
4. Leadership failures



Leadership failures

- David Cameron's disastrous decision
- Theresa May's bungled negotiations
- Jeremy Corbyn's ambiguities



Brexit

Three Scenarios

1. Brexit Agreement approved by British Parliament

5%

2. Britain leaves on 31 October with no agreement

40%

3. Brexit postponed (again)

- Referendum
- Election
- Revocation

55%



Six Lessons from Brexit fiasco

1. Beware of referendums
2. EU-bashing doesn't pay
3. Don't throw red meat to populists
4. Take parliament into your confidence
5. Know your negotiating partner
6. Be flexible for win-win result



Three scenarios for EU's future after Brexit

1. Relaunch



2. Disintegration



3. Integration pause



So what awaits Europe?

This



Or this?



Communication in high risk situations

Andy West

Group Chief Development Officer, Hotwire

HIGH STAKES LEADERSHIP

LIVING IN AN AGE OF EVERYDAY CRISIS



ANDY WEST
@HOTWIREGLOBAL
@WESTOFCENTER

HOTWIRE BY THE NUMBERS

260
Hotwire
Employees

36m
Global USD
Revenue

11
Wholly owned
offices

33
Countries

19
Awards
Won & shortlisted
2018/19





WHAT IS HIGH STAKES LEADERSHIP?



Firms 'may be skirting labelling rules', coroner says after teenager dies from reaction to Pret a Manger sandwich

'There is a problem' with allergen disclosure regulations, says food safety expert

Samuel Osborne | @SamuelOsborne93 |

Wednesday 26 September 2018 22:54 |



Click to follow
The Independent

A coroner at the inquest into the death of a teenager who suffered a fatal reaction after eating a **Pret a Manger** sandwich has expressed concerns about allergy labelling regulations.

Dr Sean Cummings said reduced labelling requirements may be being used by bigger businesses "to get around regulations".

He spoke out at the inquest into the death of **Natasha Ednan-Laperouse**, 15, who collapsed on a **British Airways** flight from London to Nice in July 2016 after suffering a fatal reaction to an artichoke, olive and tapenade sandwich which she had bought as she passed through Heathrow Airport's Terminal 5.



Ryanair passenger could get 'away scot-free' with sickening racist rant warn MPs as storm grows over budget airlines 'perverse incentives' that could have put staff off intervening

- Politicians said Ryanair staff 'failed spectacularly' by refusing to throw off man
- Cabin crew seek to avoid delays because under the company's rules
- The airline now faces the threat of a boycott over its handling of the incident

By [MARIO LEDWITH](#) and [JAMES SALMON FOR DAILY MAIL](#)

PUBLISHED: 22:23, 22 October 2018 | **UPDATED:** 12:22, 23 October 2018



Share



965
shares

21

[View comments](#)

A Ryanair passenger who racially abused a Windrush immigrant on a plane will 'get away scot-free' because of the airline's profit-hungry tactics, MPs claimed last night.

Read the full article
Just register a few details

Get access

Sir Philip Green faces US arrest for 'groping'

Boer Deng, Washington |
Will Humphries

June 1 2019, 12:01am,
The Times

Retail

United States

Fashion



The retail billionaire, who is in the south of France, has been charged in Arizona
MAST/MEGA

Sir Philip Green has been charged with four assaults after an investigation into claims that he groped a Pilates instructor at a luxury resort in Arizona.

**THE WORLD IS
PREDICTABLY
UNPREDICTABLE**

WE SOUGHT ANSWERS IN THIS POST-B2B ERA

How do values play a role for B2B brands?

Are marketers prepared for high-stakes leadership?

What do consumers expect?

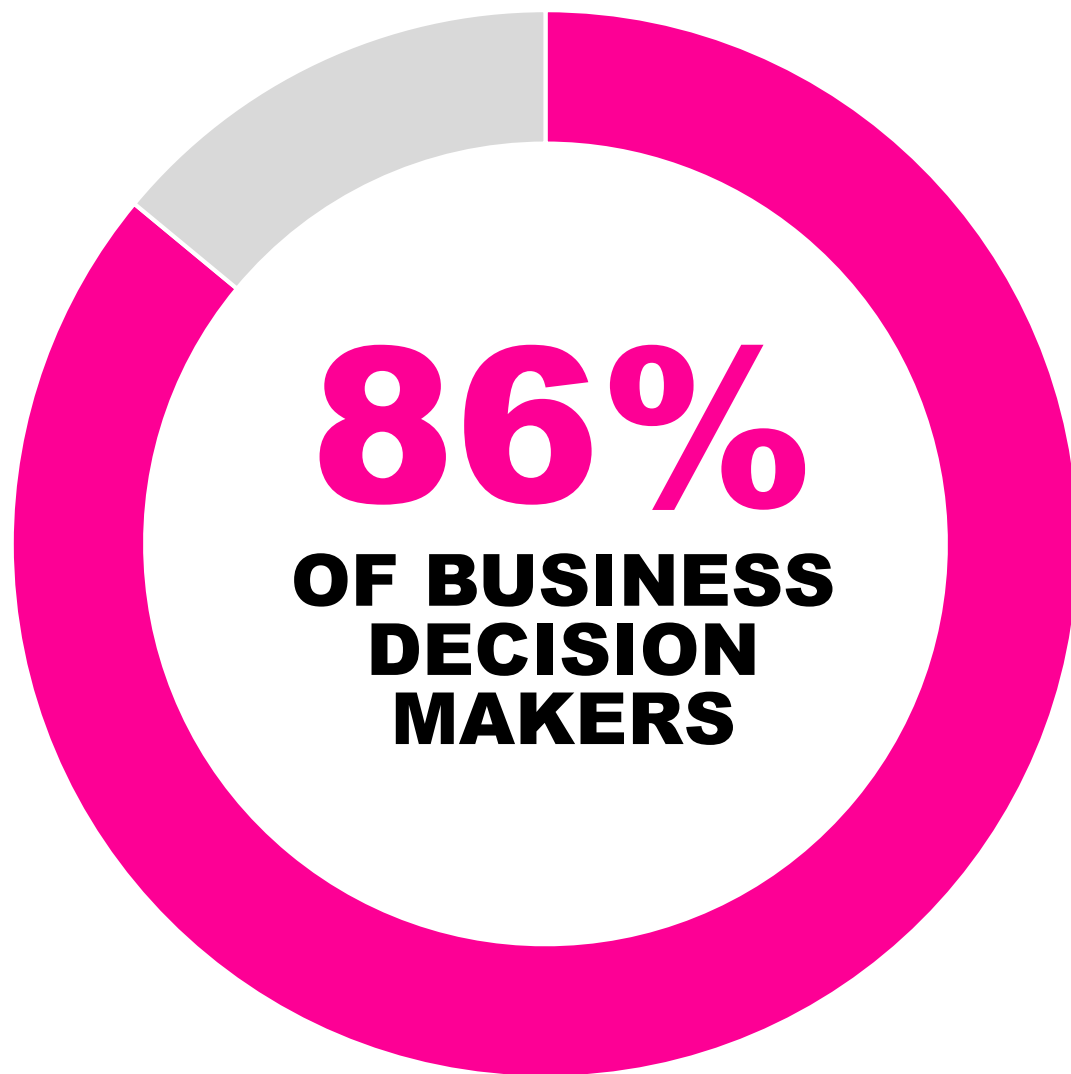


**MARKETING LEADERS IDENTIFY
HAVING**

**CLEARLY
DEFINED VALUES**

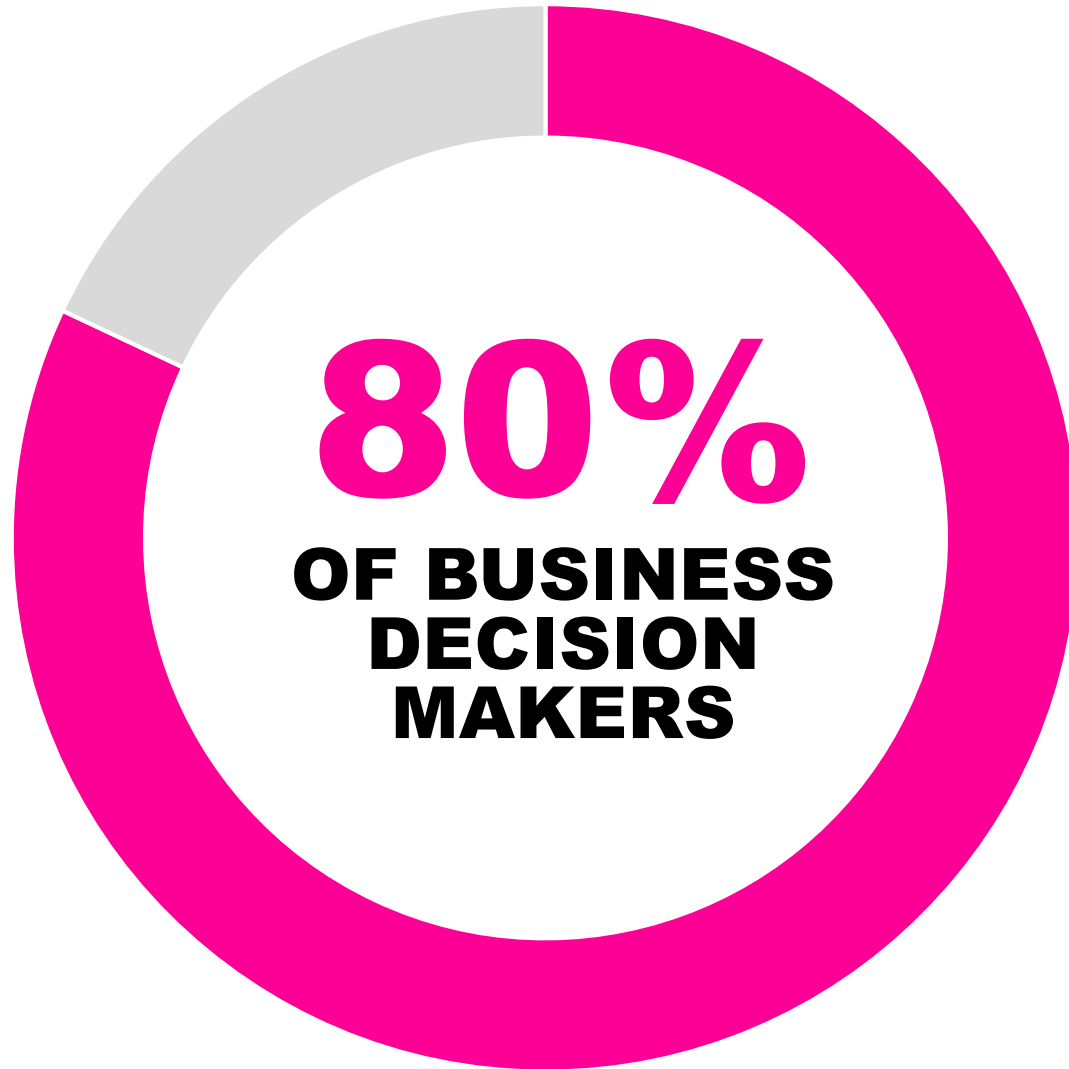
**AS THE NUMBER ONE WAY TO
PREPARE FOR A HIGH-STAKES
COMMUNICATIONS EVENT**

VALUES MATTER TO
OUR BUSINESS
PARTNERS AND
CONSUMERS



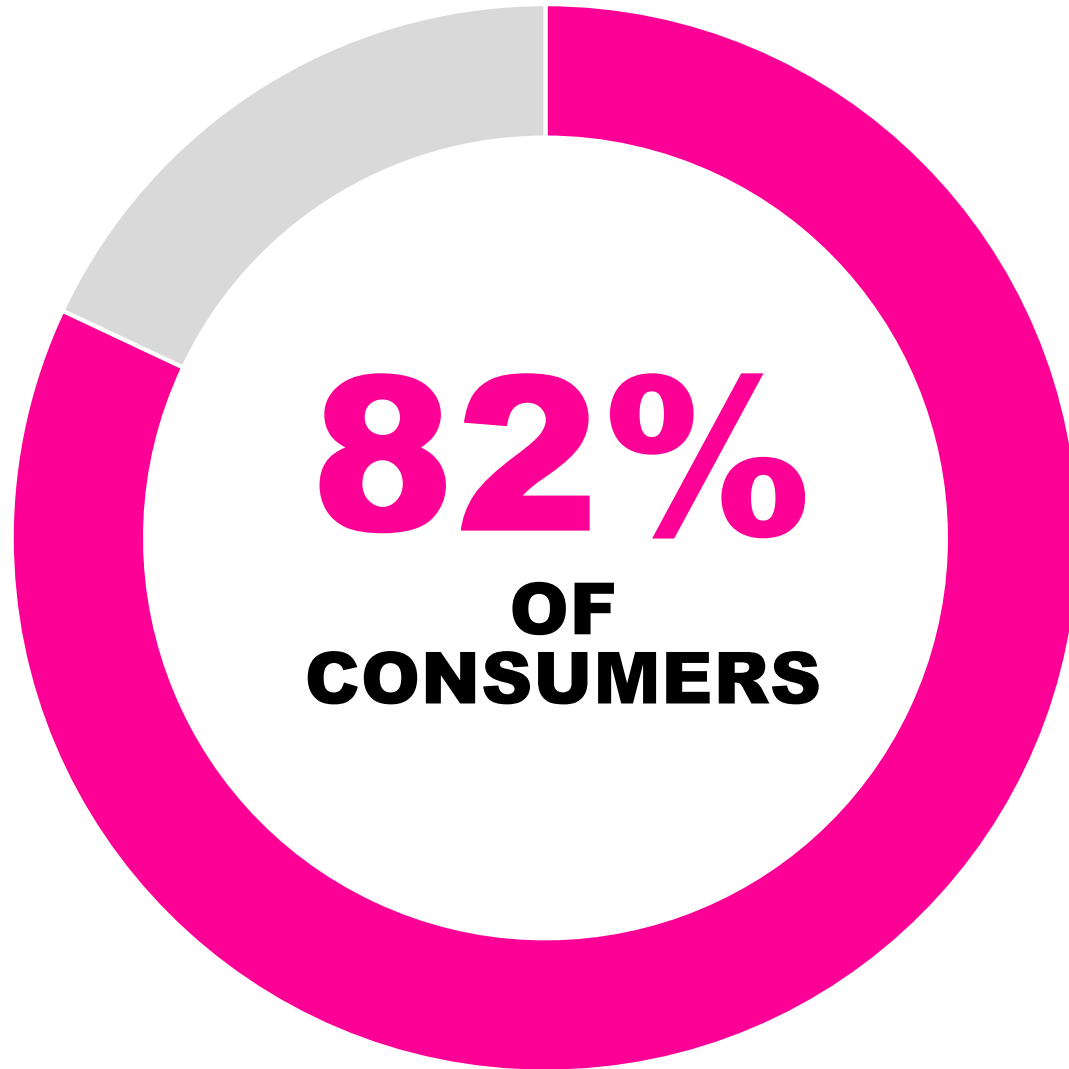
take values into account
when making important
buying or partner decisions.

*78% in Italy



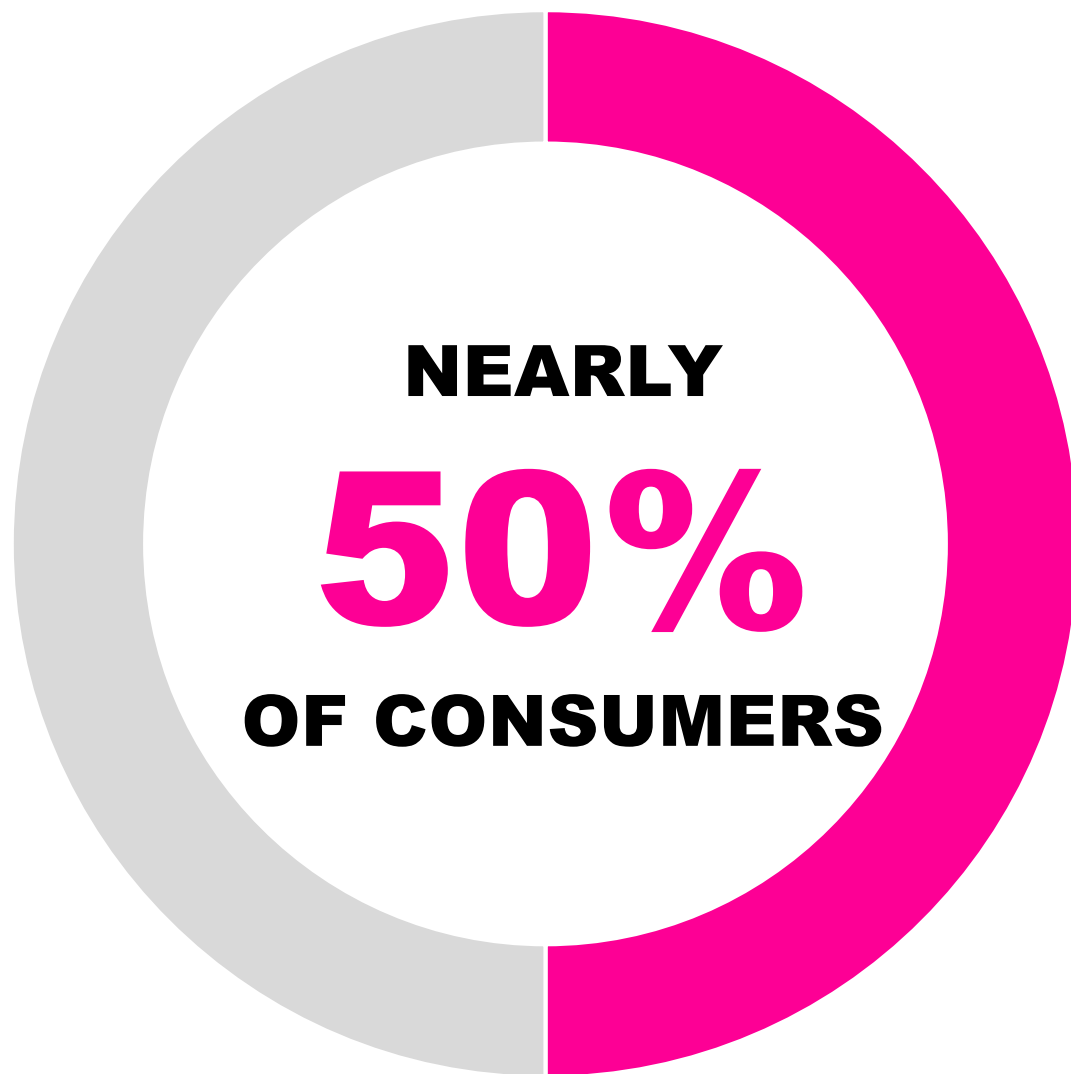
would terminate a supplier relationship based on a failure to address a high-stakes communications issue.

*87% in Italy



would consider dropping a brand associated with a partner or supplier who handled a high-stakes issue in a way that violated their values.

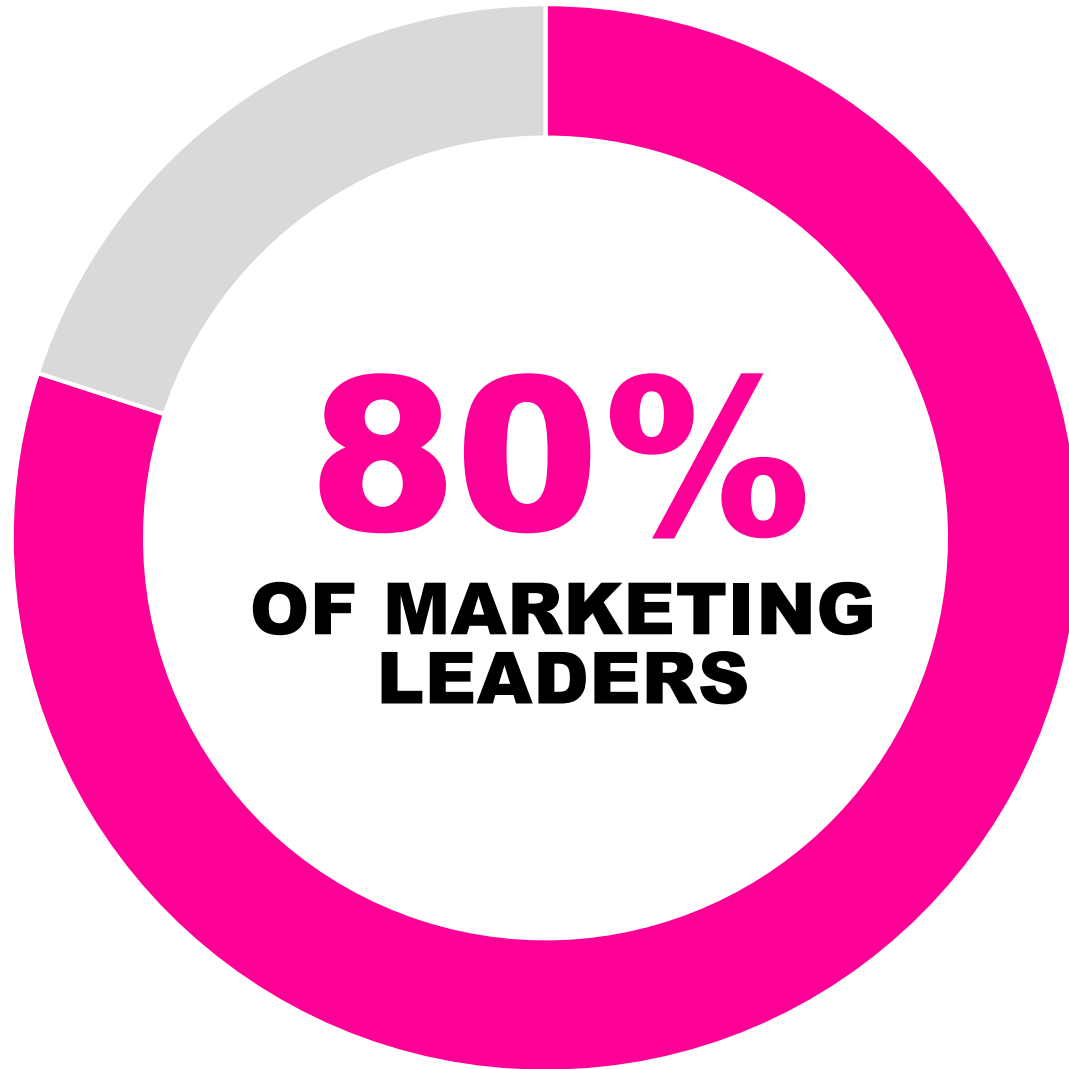
*93% in Italy



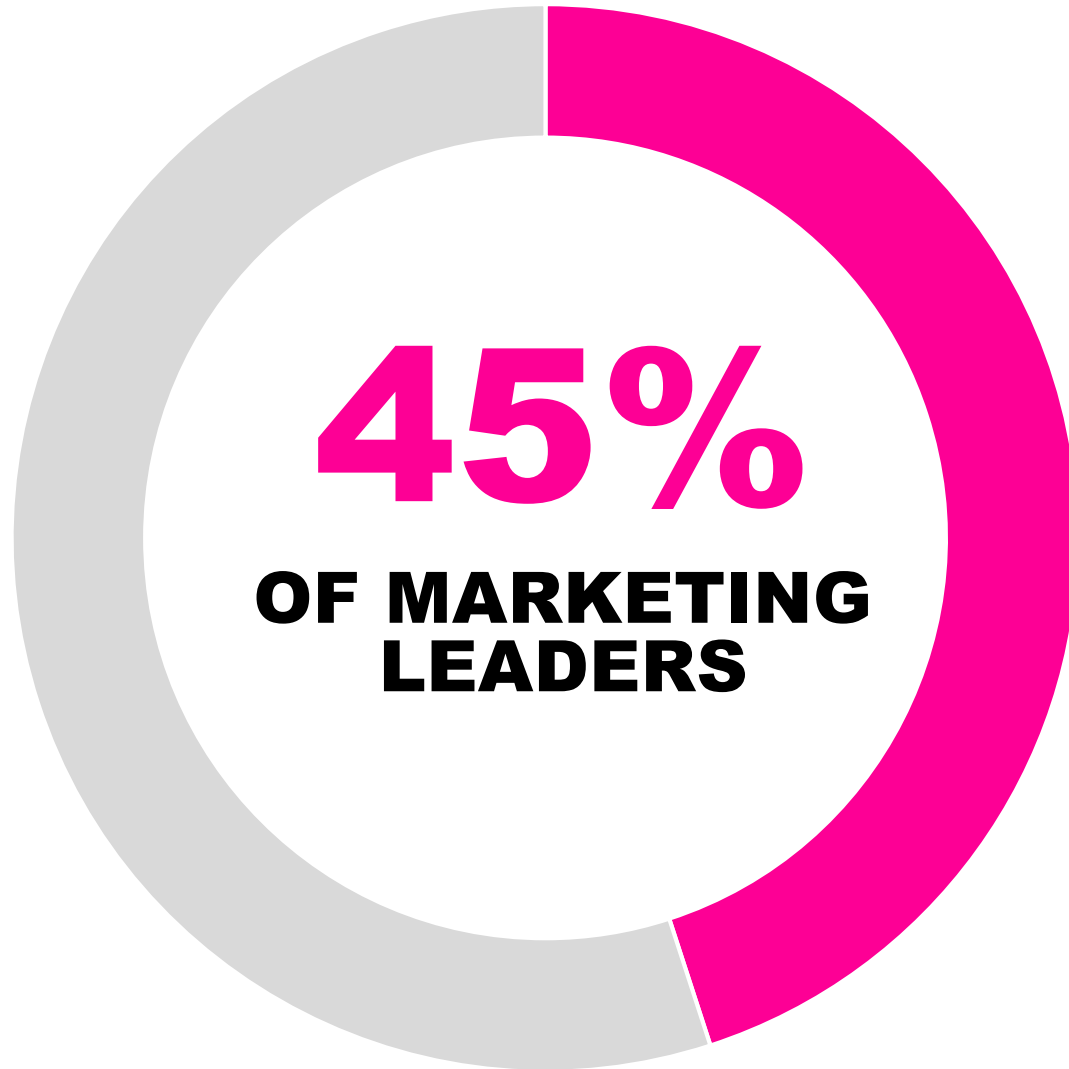
have switched a product or service because the company violated their personal values.

*47% in Italy

**MARKETERS ARE NOT
PREPARED**

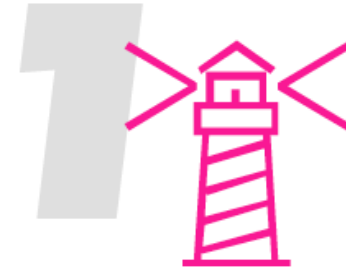


are worried that a high-stakes communication crisis will hit their organization.



don't have a current
high-stakes communication
plan in place.

**SO, WHAT DOES THIS
MEAN FOR YOU?**



Check your mission

Check your mission and purpose to gauge if it has a consumer-centric view that is broader than your product or service.



Pressure test your values

Evaluate your values to ensure they are clear, actionable and promote behavior that will guide you in making the right decisions.



Value-based communications

Communicate top down and bottom up.
Reinforce values by communicating
how key business decisions factor into
the values every step of the way.



Prepare C-suite

As a communications leader, it's your responsibility to build tolerance within your company on how far you are willing to take a stand on issues.

HIGH-STAKES LEADERSHIP IN A **POST-B2B WORLD**



www.hwpostb2b.com

**THANK YOU
FOR LISTENING**



Lunch (one hour)

Global event which informs PR industry agenda

ICCO GLOBAL SUMMIT LISBON 2019

WED 9TH & THUR 10TH OCTOBER

REGISTER NOW

ICCOSUMMIT.ORG



- **Transformation '19** - Talent and technology driving the global PR agenda
- Global PR conference – delegates from 25+ countries
- Lisbon – **October 9th/10**
- **Must-attend** event with senior level client and PR Agency Leader speakers
- **2 days** of plenary and practical workshop sessions.
- Registration site open.
<https://bit.ly/31b9M7f>

The macro benefit of gender diversity: from innovation to business

Carola Salvato

President, GWPR Italia

CEO, Havas Health and You, Italy

Relationship between business, human rights and information in society

Patrick Penninck

*Head of Department, Information Society,
Council of Europe*

The Role of Communications Industry in Combating Misinformation and Fake News

Lorenzo Brufani, MyPR

Giorgio Cattaneo, MyPR

Matt Cartmell, PRCA

ICCO European Regional Meeting 2019

June 6th, 2019 - Rome, Italy

Lorenzo Brufani – Competence CEO

WHY CEO ACTIVISM CAN BE A CORPORATE STRATEGY TO FIGHT FAKE NEWS



Who I am and Why I am here

Lorenzo Brufani

Competence CEO, Social Media Crisis, Digital PR, Content & Reputation, Internal Comms, Trainings, Tripadvisor ex spoke
Milan Area, Italy



compeTence
at the heart of your reputation

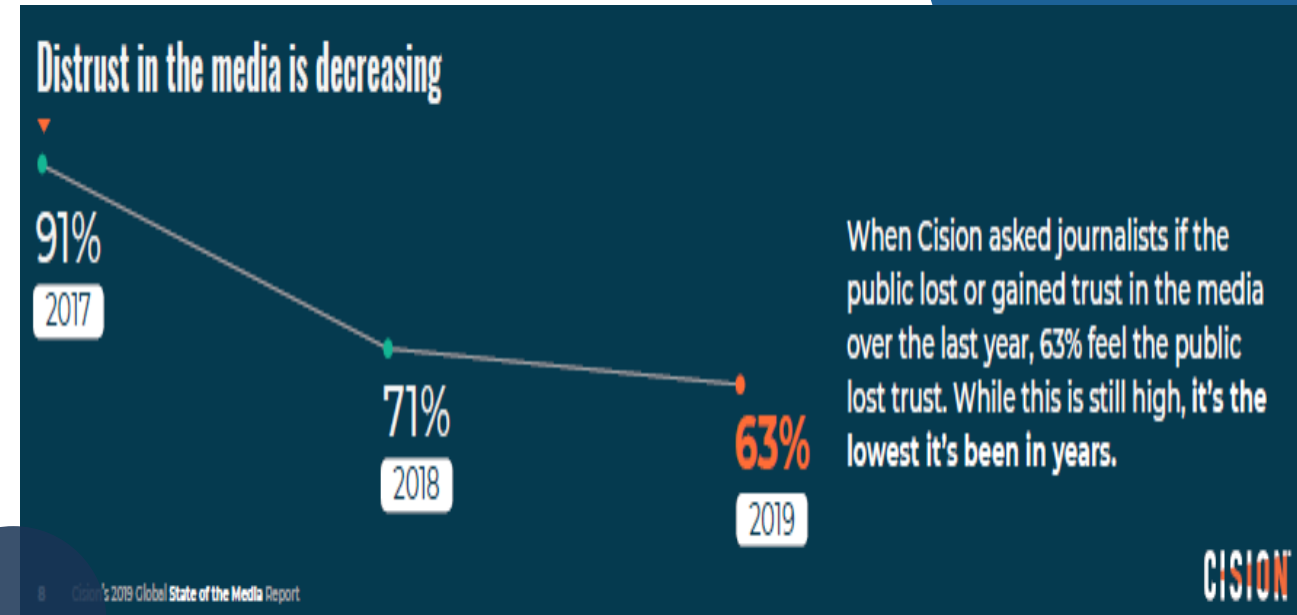


Distrust in the Media is decreasing

When asked about trust*, **47% of people said they trust the media** (with a 3-point increase over 2018).

In the eyes of the public, traditional media are a more trustworthy source of news than social media.

Ironically, the “fake news” era may have contributed to a more informed public—helping to restore the public’s trust in journalism.

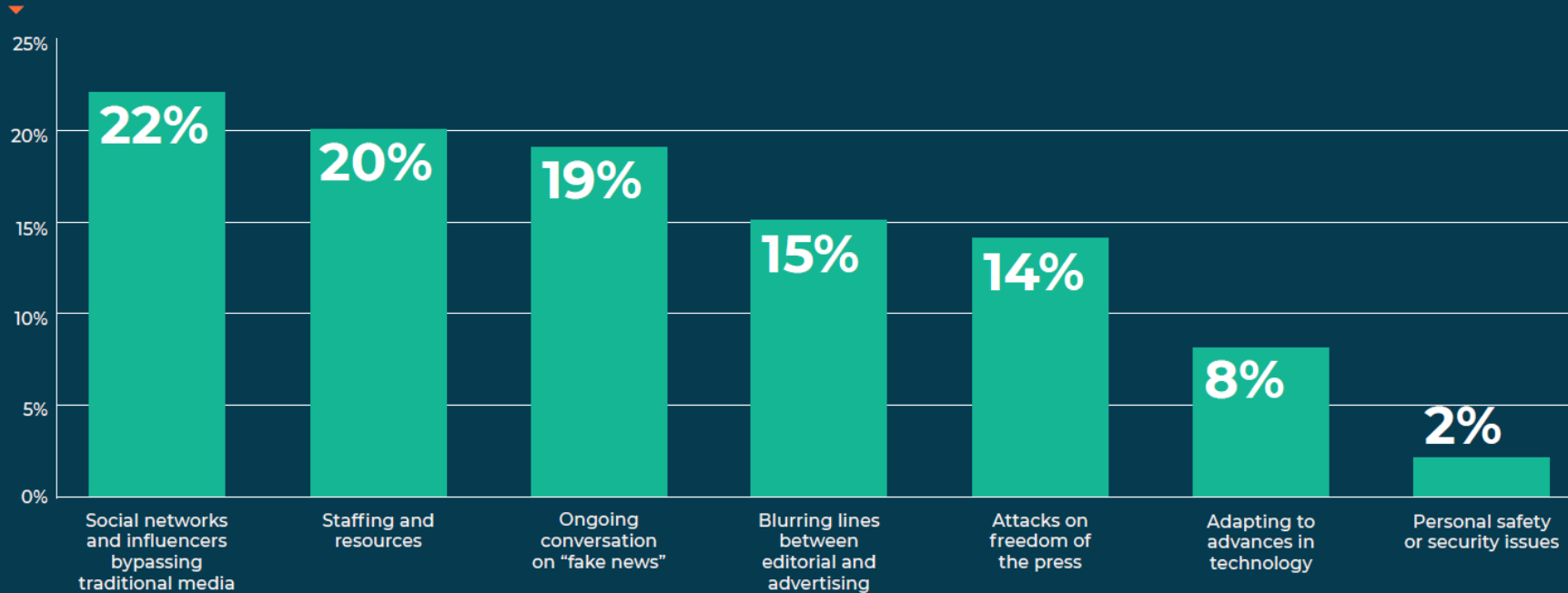


* Source: Edelman's 2019 Trust Barometer

**Data from Cision's 2019 Global State of the Media Report

Challenges and Threats for Journalism

The biggest challenges for journalism in the last 12 months



In 2019, journalists contend with a diverse set of issues. The top three challenges globally are **social networks and influencers**, **staffing and limited resources**, and **fake news** (22%, 20% and 19%, respectively).

Only 2% of respondents feel their personal safety is their biggest challenge. European and Canadian journalists were more likely than US journalists to feel their personal safety was in jeopardy (8.7% vs. 5.6%).

Trust in the Media

Constant attacks on media have had an interesting impact; **many people are paying more attention to what journalists do and the value they provide.** Edelman reports a “massive rise in news engagement” this year.

Reporting the truth is more important than ever. The purpose of Journalism has not changed, but it has evolved.

The goal of journalism in 2019 is to provide coverage so informative and so reliable that people around the world are willing to pay for it.

Trust has become a business model.



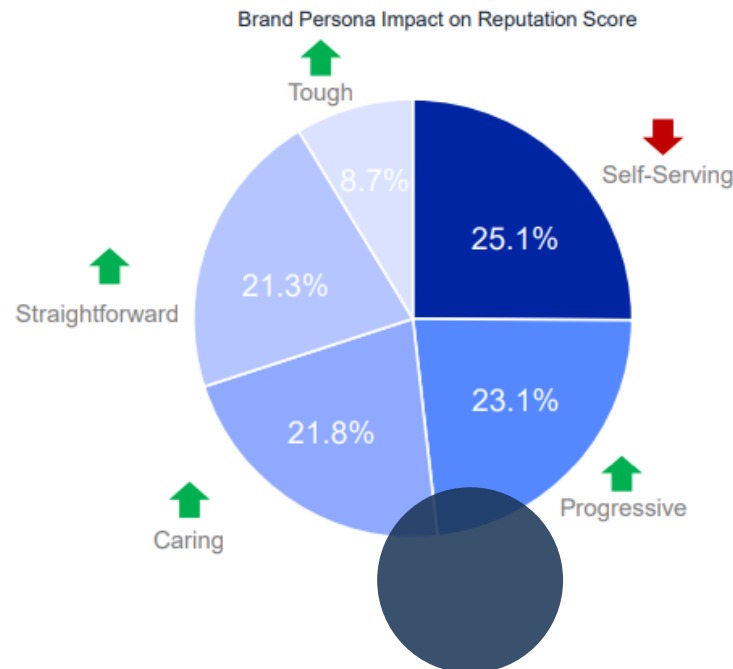
In Reputation we Trust

**COMPANY'S
CEO**

JOURNALIST



The New Role of CEOs



CEOs can enhance trust and/or accelerate reputation recovery after a fake news crisis.

How?

Perceptions of CEOs as “responsible, ethical and caring” has globally increased by 3 points.

Brand Persona has an impact on the company’s Reputation Score, so how the CEO is perceived matters.

Self-serving platitudes have a negative impact on reputation, while **being viewed as progressive is seen as the most important feature of successful CEOs**, together with the ability to come across as caring and straightforward.

* Source: 2018-2019 Global and CEO RepTrak®

CEO's growing Responsibility on Reputation

In recent years the belief that CEOs have a responsibility to speak out on controversial public issues has dramatically increased.

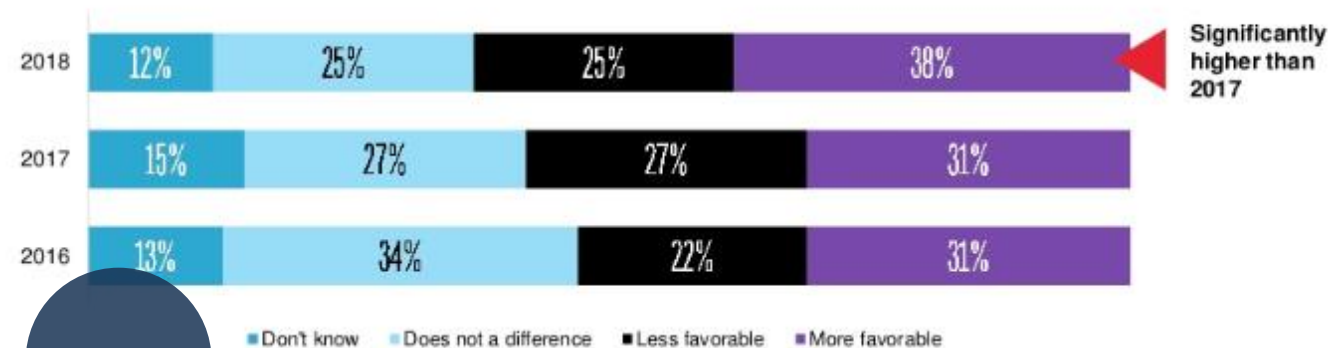
CEO Activism is a new way of communicating that is proving to be very effective. Over the past two years, many CEOs have spoken out on issues such as climate change, income fairness, same-sex marriage, immigration, gun control and discrimination.

Some of these are well-known business-people such as Howard Schultz of Starbucks, Mark Zuckerberg of Facebook, Marc Benioff of Salesforce.com.

In the US, where this trend is growing, a 2018 survey shows 38% of the public perceives CEO Activism favourably, with a significant increase from the previous years.*

*Data from WeberShandwick's Survey, in partnership with KRC Research
CEO Activism in 2018: The Purposeful CEO

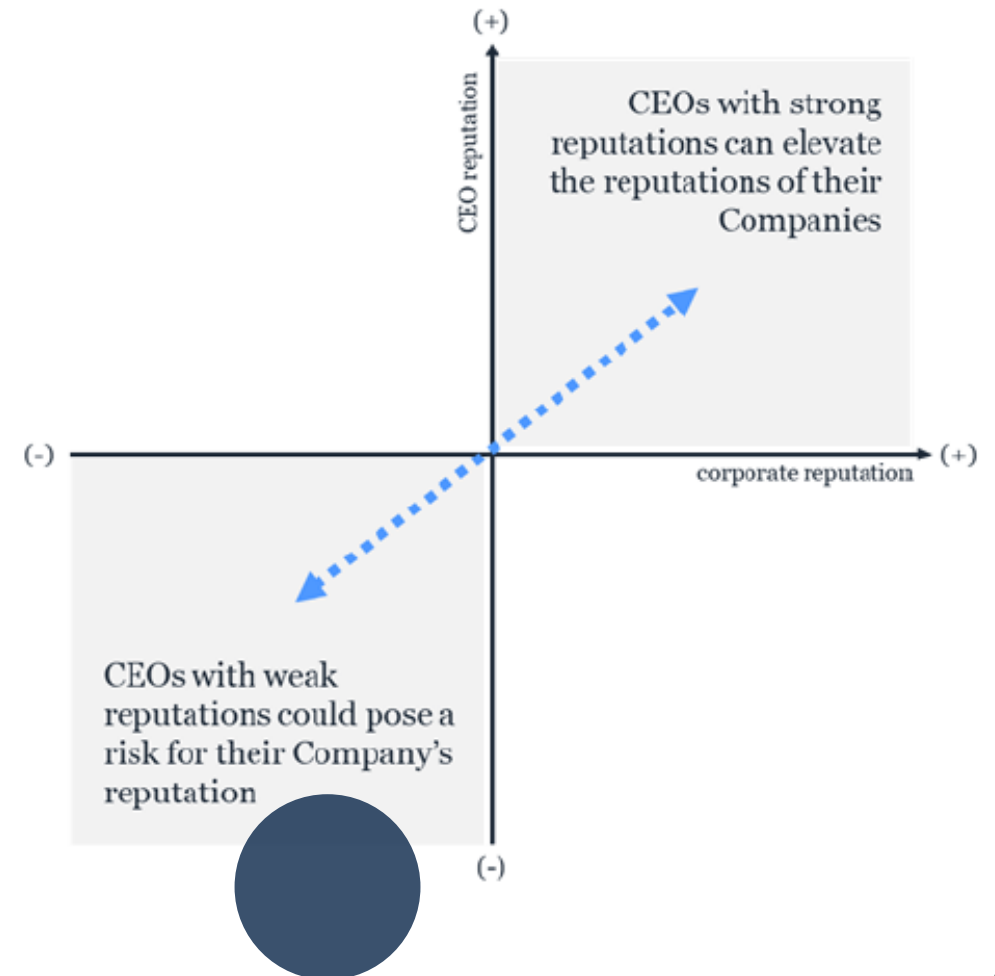
FAVORABILITY OF CEOs TAKING PUBLIC POSITION ON HOTLY DEBATED CURRENT ISSUES IN GENERAL
(% TOTAL AMERICANS)



Why Does the CEO's Reputation Matter?

CEO's reputation is critical because of its direct correlation to the company's reputation. The CEO and the organization need to be aligned to drive business success.

In today's corporate arena, **one false move on behalf of the CEO and not only the CEO's own reputation falls, but the reputation of the company itself is negatively impacted.***



*Data from Report Institute's Survey: 2019 Global RepTrak®

Which are the Risks?

As with any bold move, for companies that take a stand through their CEO there are both benefits and risks to consider:

- Credibility
- Employees (loyalty and engagement)
- The Board and its values
- The Risk of Silence (assumption of complicity)
- Pushback (impossibility to please everybody every time)
- Risk of boycott
- Financial losses
- Employees resigning



Why should CEOs take a stand?

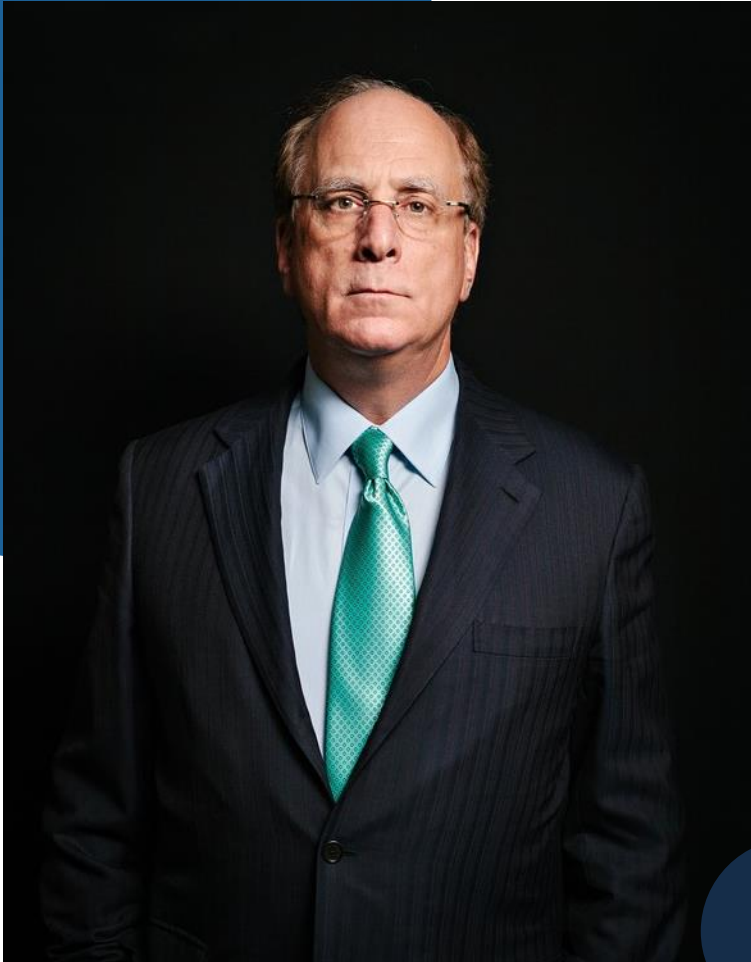
Employees, as well as customers, are asking corporate leaders to demonstrate support for social issues outside of the workplace, for example by advocating for immigrants' rights, LGBTQ+ rights, and minorities' and women's equality.

Here are some of the compelling reasons why CEOs should take a stand:

- To raise awareness on effecting social change
- To address the expectation that business leaders should make a positive impact on the world
- To leverage on its positive influence on buying decisions
- To be more transparent about their company's behaviours and values
- To contrast fake news



An Activist CEO: more than a Brand Ambassador



CEO activism means that senior leaders speak out on social issues that are not directly related to their company's bottom-line.

Thanks to this new direct approach, Companies can provide top Media with reliable and at times even **upstream people-oriented news that can contrast online fake news.**

That's why CEO Activism is a growing Trend:

"Society is demanding that companies, both public and private, serve a social purpose

CEO Activism is a growing Trend:

"Society is demanding that companies, both public and private, serve a social purpose"

Larry Fink, Chairman and CEO, BlackRock

The Rationale behind CEO Activism

CEOs are weighing in on controversial topics for several reasons:

- their advocacy points straight to their corporate values
- They believe Companies should have a higher purpose beyond maximizing shareholder value
- They speak out as a matter of personal conviction.

Another powerful motivator is that **a greater sense of corporate purpose has become important to Millennials**, whether they be employees or customers.

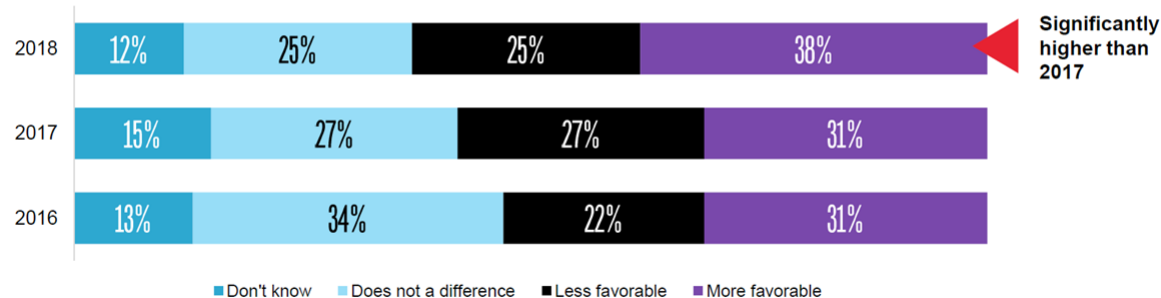


Rise in Favourability of CEO Activism in 2018

38% of the public have a favorable opinion on CEO activism, a rate which is significantly higher than in 2017 (31%).

While fewer (**25%**) say they have a **less favorable opinion**, the largest proportion (37%) don't take a firm position.

FAVORABILITY OF CEOs TAKING PUBLIC POSITION ON HOTLY DEBATED CURRENT ISSUES IN GENERAL
(% TOTAL AMERICANS)

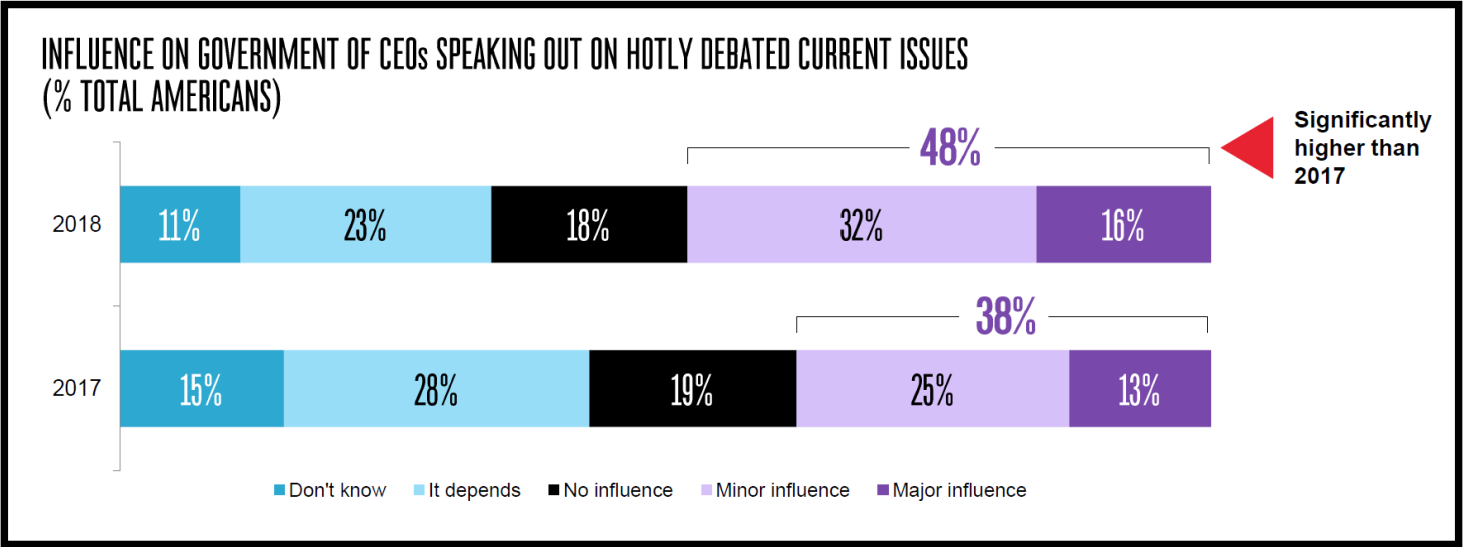


*Data from Report Institute's Survey: 2019 Global RepTrak®

Perceptions on CEO Activism influencing Government Policy

Approximately half of the people surveyed (48%) think CEO Activism has an influence on the Government, considerably larger than one year ago (38%).

Only 18% say it has no influence.

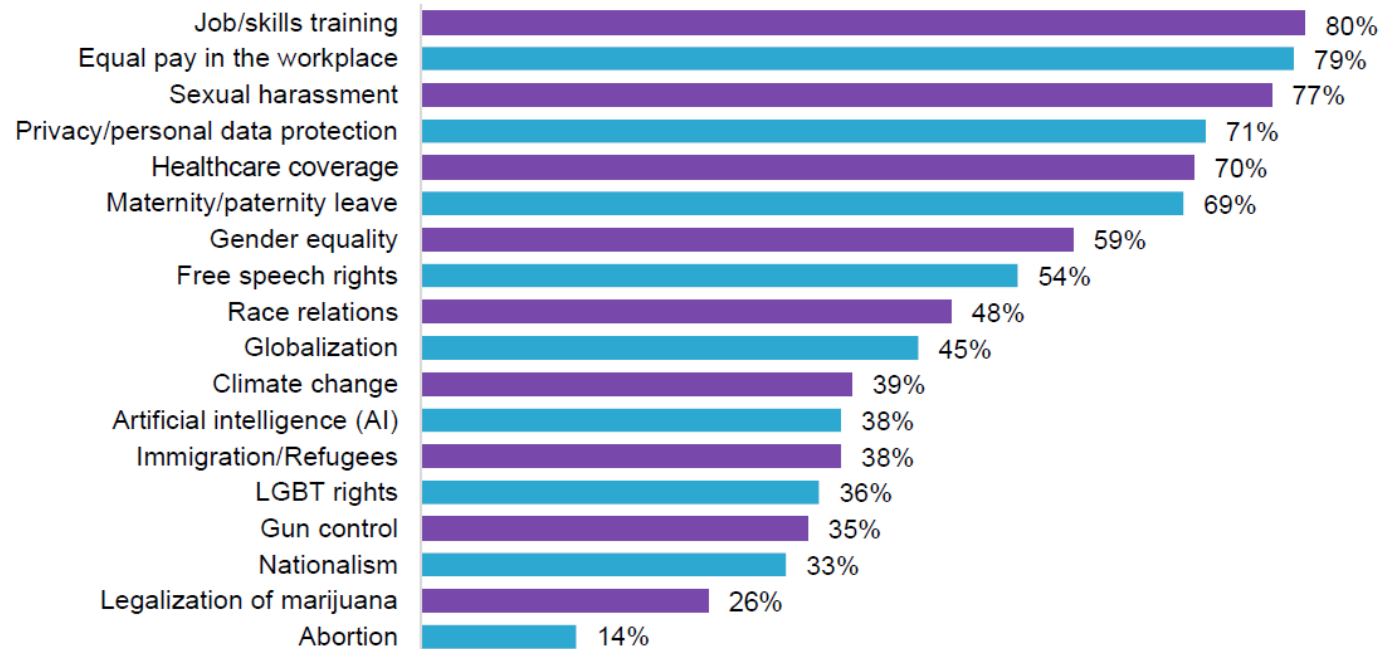


*Data from Report Institute's Survey: 2019 Global RepTrak®

Issues CEOs should speak out on

The issues the public in the US is most likely to think CEOs should express an opinion on are Job/Skills Training and Equal Pay in the Workplace.

ISSUES CEOs/BUSINESS LEADERS SHOULD EXPRESS AN OPINION ON (% TOTAL AMERICANS)



*Data from Report Institute's Survey: 2019 Global RepTrak

Some recommendations for CEO Activism

- Understand the attitudes of key stakeholders, both internal and external.
- Establish a link between the issue and the company's values and business.
- Consider employees. Assess how employees will be impacted by the CEO's stance and plan reactions to possible responses.
- Make sure there are no skeletons in the closet related to the issue the CEO addresses.
- Prepare a PR crisis plan for a potential social media firestorm and expect social media teams to be overloaded. They need to be prepared and supported.
- Expect both stinging criticism and genuine support and admiration for the CEO's activism.



2019 Global RepTrak® Top 10 CEO

The World's Most Reputable CEOs 2019

Chief Executive Officer	Company	Country	Year Appointed
Ben van Beurden	Royal Dutch Shell	Netherlands	2014
Carsten Spohr	Deutsche Lufthansa	Germany	2014
Chris Nassetta	Hilton Worldwide	United States	2007
David Holl	Mary Kay	United States	2006
Emmanuel Faber	Danone	France	2014
Fabrizio Freda	The Estée Lauder Companies	United States	2009
Michael Dell	Dell Technologies	United States	1984
Niels B. Christiansen	The LEGO Group	Denmark	2017
Ralph Hamers	ING	Netherlands	2013
Shuntaro Furukawa	Nintendo	Japan	2018

* Data from Report Institute's Survey: 2019 Global RepTrak®

Example of good CEO Reputations

Ben van Beurden, Royal Dutch Shell

Because of the reputational transformation of the energy sector, where CEOs are now more likely to be evaluated on ethical bases, Ben Van Beurden framed a methodology for aligning with the Paris agreement, which envisages net zero carbon emissions in the second half of the century.

He succeeded in building trust and delivered on stakeholder expectations.

In 2019 thanks to his behaviour and actions he is ranked as one of the top 10 most reputable CEOs.



Google CEO Reputation: a falling Star

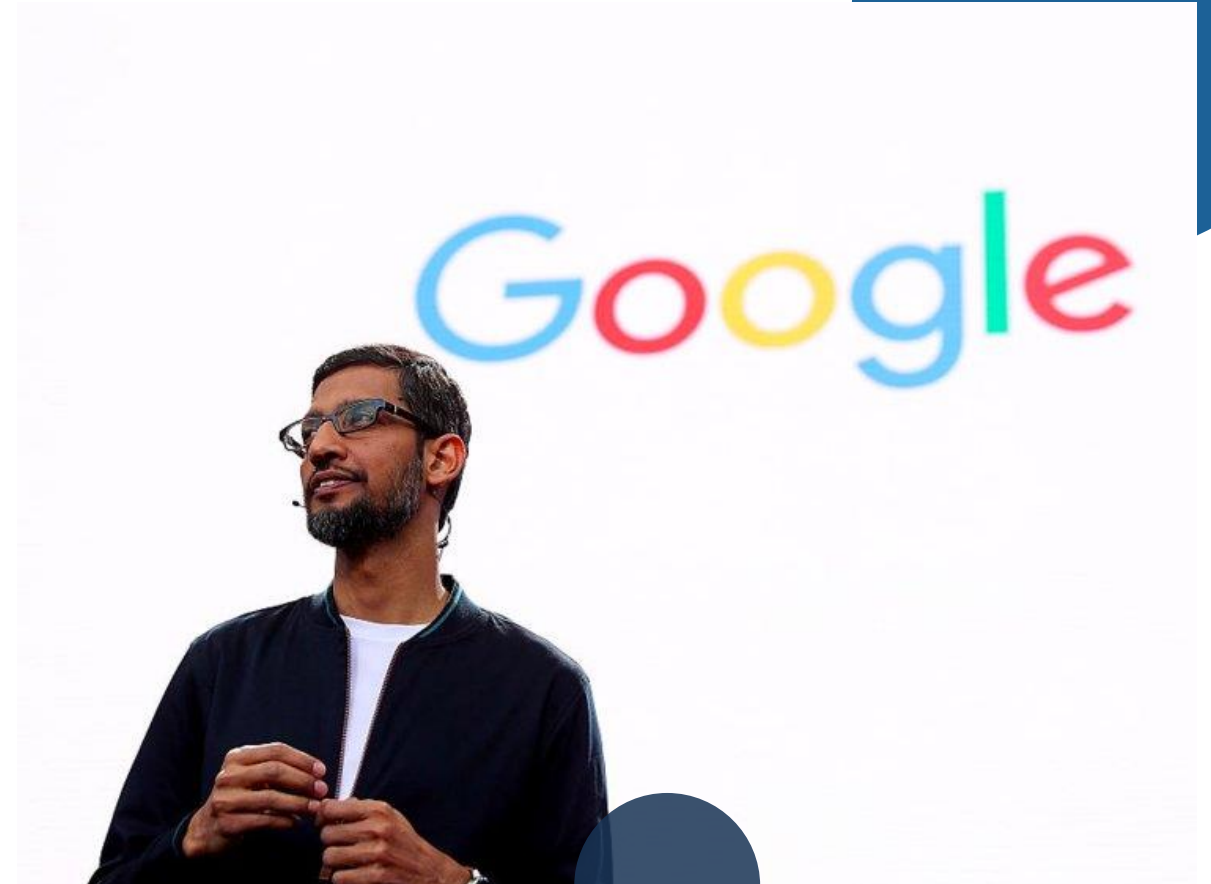
Sundar Pichai, Google

Up to 2018, his humble demeanour and egoless leadership style, together with a clear strategic vision and capability of anticipating change, made of Sundar Pichai the most reputable CEO.

In December 2018, the very same defining traits have led to his downfall. Because of Google's unethical behaviour, his leadership skills were questioned and he plummeted from 1° to 88° in the CEOs' ranking.

During a Congress Hearing, Pichai dodged pointed questions or provided evasive answers. Google faced numerous high-profile public controversies and failures in 2018, and both the company's and the CEO's responses have often felt similarly lackluster or unclear.

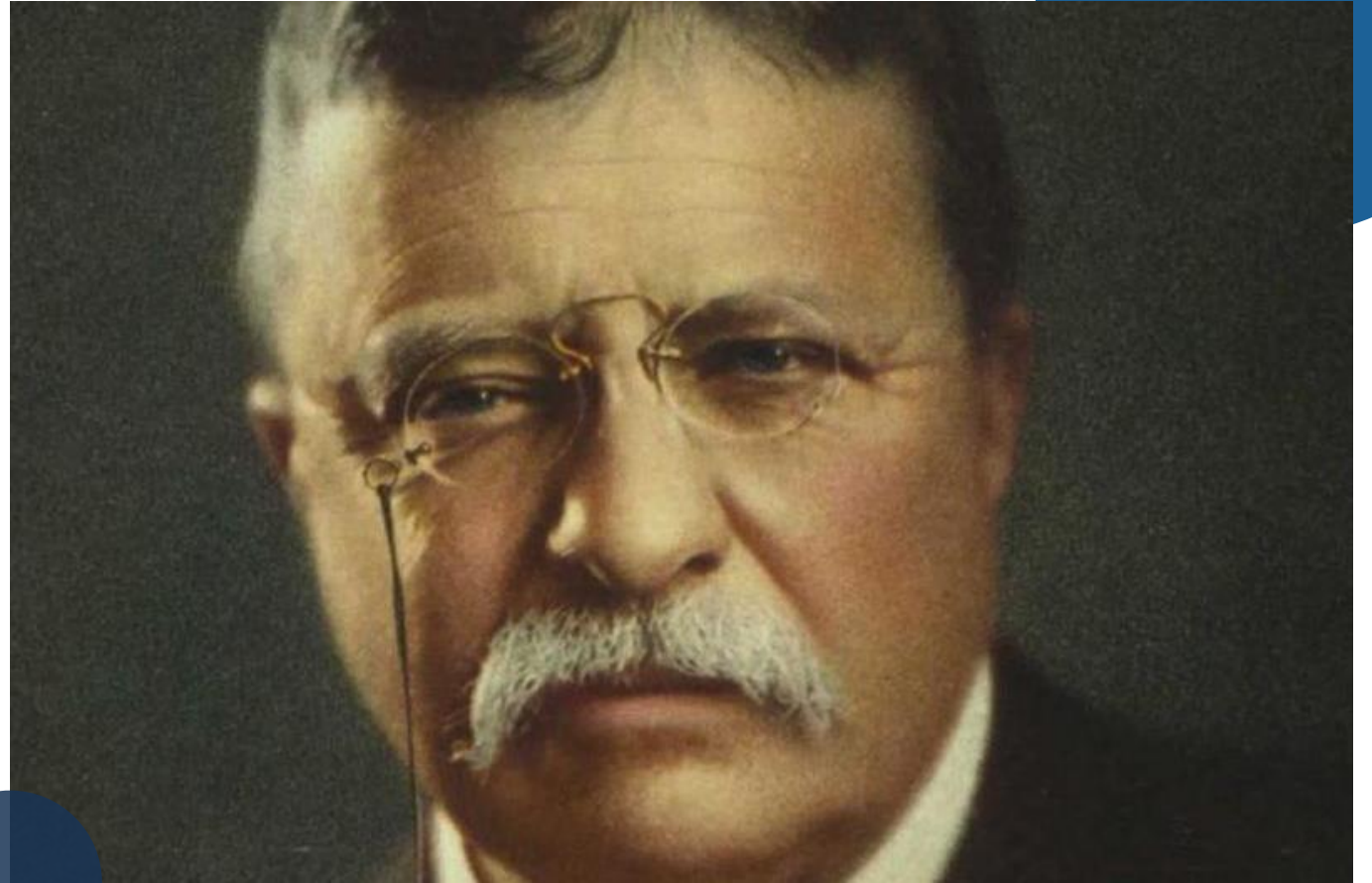
The lesson to be learned is that companies that stray from their promise will suffer reputational and business consequences and so will their CEOs if they fail to be transparent and to take responsibility.



Thanks

“Nobody cares how much you know, until they know how much you care.”

THEODORE ROOSEVELT



MATT CARTMELL MPRCA
DEPUTY DIRECTOR
GENERAL, PRCA
@mattcartmell

PRCA | 50 YEARS
1969-2019

Fake News – a UK Perspective



Cherry Lou

14 hrs · 🌐

A Muslim migrant destroying a statue in Italy, b'cos part of the body is showing.
Europe does not know what is coming their way in next 5 to 15 years.

They used to give lessons to India on human rights and minority respect, now they will know !
How Muslims will destroy peace in there country.



35

8 comments 136 shares

WHY CARE?

Accurate news is central to the two-way relationship between journalism and PR

DEFINING 'FAKE NEWS'

False stories published with the deliberate intent of sharing untrue information

Stories that contain some truths but are not completely accurate

IMPACT ON PUBLIC UNDERSTANDING

If the public does not trust the media, it severely hampers PR's ability to communicate with the public

THE PRCA RESPONSE

All members “have a positive duty at all times to respect the truth and shall not disseminate false or misleading information knowingly or recklessly, and to use proper care to avoid doing so inadvertently.”
Clause 2.2, PRCA Professional Charter

THE ICCO RESPONSE

“Never engage in the creation of, or knowingly circulate, Fake News.”

Point 8, The Helsinki Declaration

THE MEDIA'S RESPONSE

“The press must take care not to publish inaccurate, misleading, or distorted information or images, including headlines not supported by the text.”

Clause 1, IPSO Editor's Code of Practice

THE UK GOVERNMENT RESPONSE

“The current self-regulatory approach online is insufficient and there is an urgent need to establish independent regulation.”

The UK Government

A light blue silhouette map of the United Kingdom is positioned on the right side of the slide, set against a dark blue background. Several semi-transparent squares in various shades of blue and grey are scattered across the background.

ANY QUESTIONS?

Coffee Break (30 mins)

Emerging Trends in PR Skills, talent, salaries, employee wellbeing and agency demographics across Europe

Matt Cartmell, PRCA

Diego Biasi, Bpress

Lorenzo Cabras, Chilli PR

THE ITALIAN (PR) JOB

Diego Biasi,
CEO BPRESS, Italy

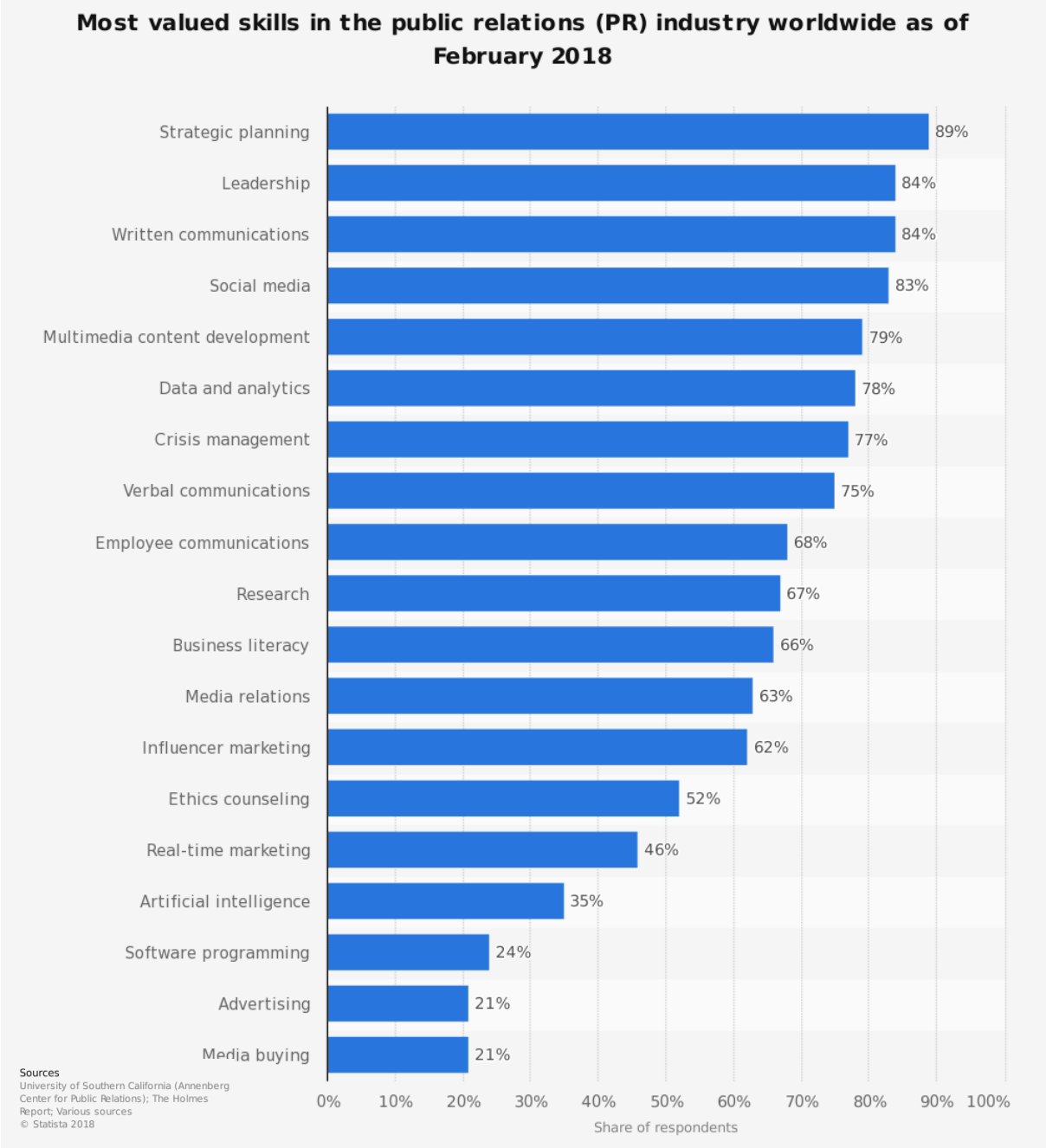




**KEEP
CALM
I'M
ALMOST
30**

TOP-5 MOST DESIRED SKILLS IN PR AGENCY PROS

WHAT THE MARKET SAYS



WHAT WE LEARNED FROM EXPERIENCE

VISUAL CONTENT CREATION

VIDEOMAKING / VIDEOSTORYTELLING

DATA STORYTELLING

STRATEGIC THINKING

PERSUASION

SOME RECOMMENDATIONS FOR PR AGENCIES

GET READY TO THE UNEXPECTED

READ THE WEAK SIGNALS

RECRUIT SMARTLY

REMAIN IN LEARNING MODE 24/7

DON'T WAIT, ACT

TOP-3 MOST DESIRED QUALITIES IN AGENCY LEADERS

THE SCARF MODEL

THE 5 FACTORS
IMPACTING ON
MOTIVATION



STATUS
CERTAINTY
AUTONOMY
RELATEDNESS
FAIRNESS

BE GREAT WITH PEOPLE

LISTENING & INVOLVING

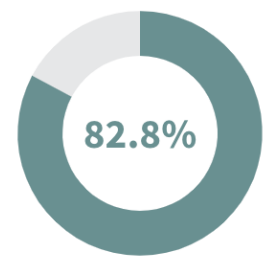
LEADER AS A LISTENER

LEADER AS A COACH

LEADER AS A STRATEGIST

ENGAGEMENT PLATFORMS

Participation Rate



MAY 2018
Engagement Score

69.1

OCTOBER 2018
Engagement Score

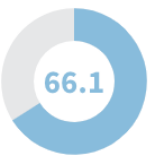
72.1

90-DAY CHANGE

↑ 3.0

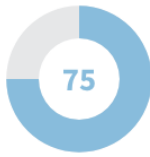
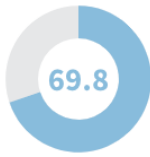
Employees

[View Level Breakdown](#)



Company

[View Company Summary](#)



Engagement Multiplier



GO FOR IT!

A photograph of a business meeting. In the foreground, several people are seen from behind, with their arms raised in the air. They are wearing light-colored business attire. In the background, two more people are seated at a table, looking towards the camera. The setting appears to be a modern office or conference room with large windows.

QUESTIONS?

Italian Main Welfare Assets

- maternity / paternity leave
- sick leave
- vacation days
- paid time off (ROL)

Italian Welfare Innovation

- Complementary Welfare: innovations in 2016
- How PR agencies joined this opportunity
- Risks in 2019: will we keep these innovations?

How to evolve

According to a recent study by Elevate, employee wellbeing is one of the most strategic assets for companies.

How to be more effective in developing this potential?

These are the most important trends for 2019.

#1 Financial Wellbeing

Employees purchasing power is under pressure: inflation, wages compression, etc. could be perceived more dangerous than they really are.

SOLUTION: workshops on financial wellbeing teaching the basis of personal and family budget management, saving and negotiation tip & tricks, and similar topics.

#2 Health Personalisation

Health and well-being are strictly personal issues: every employee has unique needs and the key to an effective health and wellness program is to offer a personalized and personal approach.

SOLUTION: going beyond traditional wide-spectrum health insurance policies. Thanks to dedicated survey you will discover how your team will be interested in full-custom and innovative services such as DNA testing, individual health coaching, wearable devices in diagnostic and monitoring.

#3 Addressing Burnout

Employee burnout has a huge impact for companies: productivity falls down, sick leaves rise up and this means costs.

SOLUTION: a proactive approach to this stress disease, teaching and driving employees to identify the very first signs of stress (in themselves and in colleagues) before they reach critical levels. It can be done with dedicated workshops, bringing benefits both in terms of caring and cost saving.

#4 KPI focus

Employee wellbeing perception is always a hot topic: only data can show the evolution and the improvement that the company is reaching in the organisation.

SOLUTION: a calendar of surveys about well-being (e.g. every six months) can track the status quo and the perception progression. It will be possible to monitor improvements and performance and ensure that these are correctly perceived and shared by the team.

PR and Communications Census 2019



#PRCACensus

PRCA | **50** YEARS
1969-2019

MATT CARTMELL MPRCA
**DEPUTY DIRECTOR
GENERAL, PRCA**
@mattcartmell



#PRCACensus

PRCA | 50 YEARS
1969-2019

NEED TO KNOW WHAT PEOPLE ARE THINKING?
WE'VE GOT YOU COVERED!



Putting you in touch with the right people and helping you ask the right questions.

www.norstat.co.uk

NEED TO KNOW WHAT PEOPLE ARE THINKING?
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www.norstat.co.uk



THE BIG NUMBERS

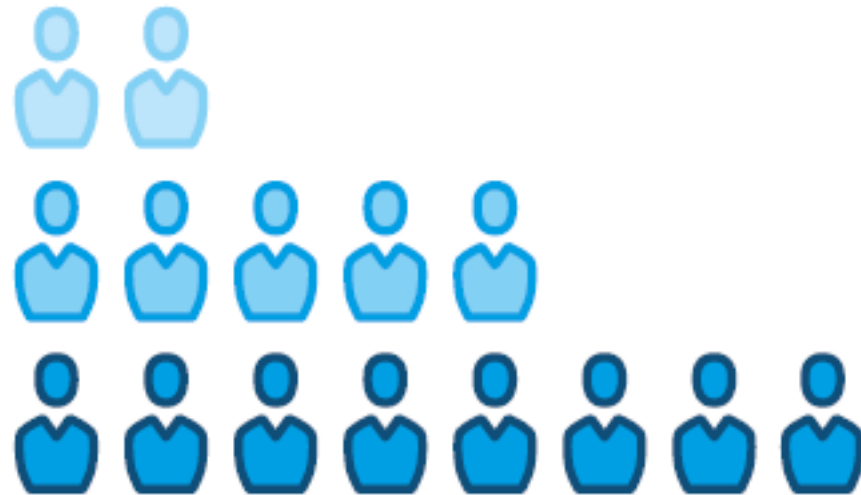
£14.9bn

Value of UK PR and
communications industry



95,000

Practitioners in PR
and communications



Diversity

GENDER AND AGE



67%
FEMALE



33%
MALE



**AVERAGE
AGE**

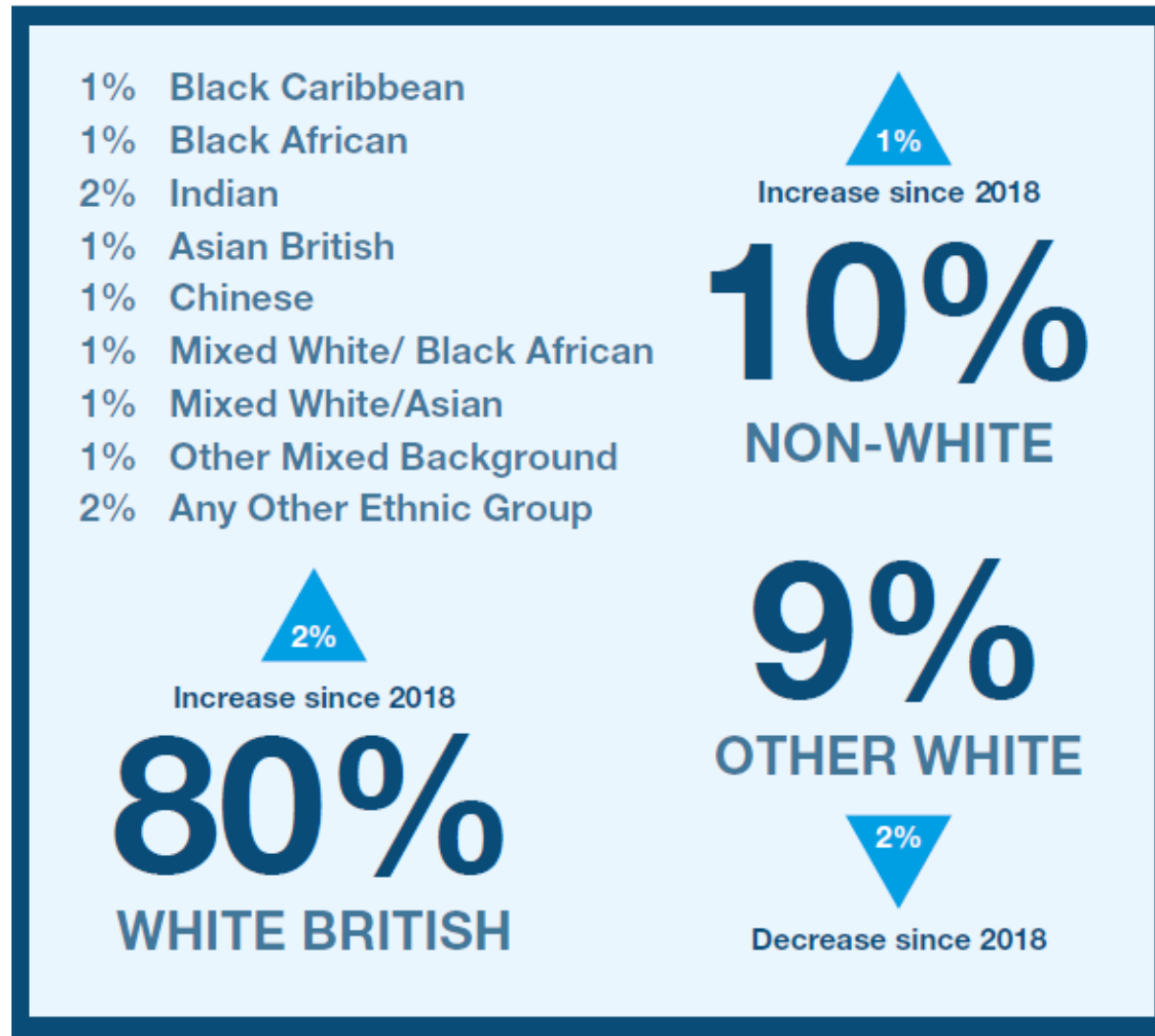


norstat

#PRCACensus

PRCA | 50 YEARS
1969-2019

ETHNIC ORIGIN



NATIONALITY

BRITISH NATIONALS



Increase since 2018

88%



Decrease since 2018



norstat

#PRCACensus

PRCA | 50 YEARS
1969-2019

DISABILITY



4%

Disabled practitioners

MENTAL HEALTH

32%

suffered from or
diagnosed with
mental ill health



EDUCATION



80%

have an undergraduate degree

71%

attended state school

22%

have a Masters degree



norstat

#PRCACensus

PRCA | 50 YEARS
1969-2019

Opinions

IS PR A PROFESSION OR AN INDUSTRY?



42%

believe that PR is an industry

7%

Increase
since 2018

50%

believe that PR is a profession

6%

Decrease since 2018



norstat

#PRCACensus

PRCA | 50 YEARS
1969-2019

EVALUATION

16% Impressions

7% AVEs

5%
Decrease
since 2018

26%

7%
Decrease
since 2018

do not use any PR evaluation methods

What do we do?

MAIN DUTIES

16%

Communications strategy
development

14%

General media relations

9%

Corporate public relations

8%

Media relations strategy planning



STRATEGY AND REPUTATION MANAGEMENT

Communications strategy development

29% Agency Chairmen and Managing Directors

31% In-house Directors

1% Account Executives

6% In-house Executives



MEDIA RELATIONS

General media relations

39%	Agency Account Executives
22%	In-house Executives
6%	Agency Chairmen and Managing Directors
3%	In-house Directors



SECTORS



35%
Technology



22%
Consumer services



17%
Property/construction



17%
Health/pharmaceutical

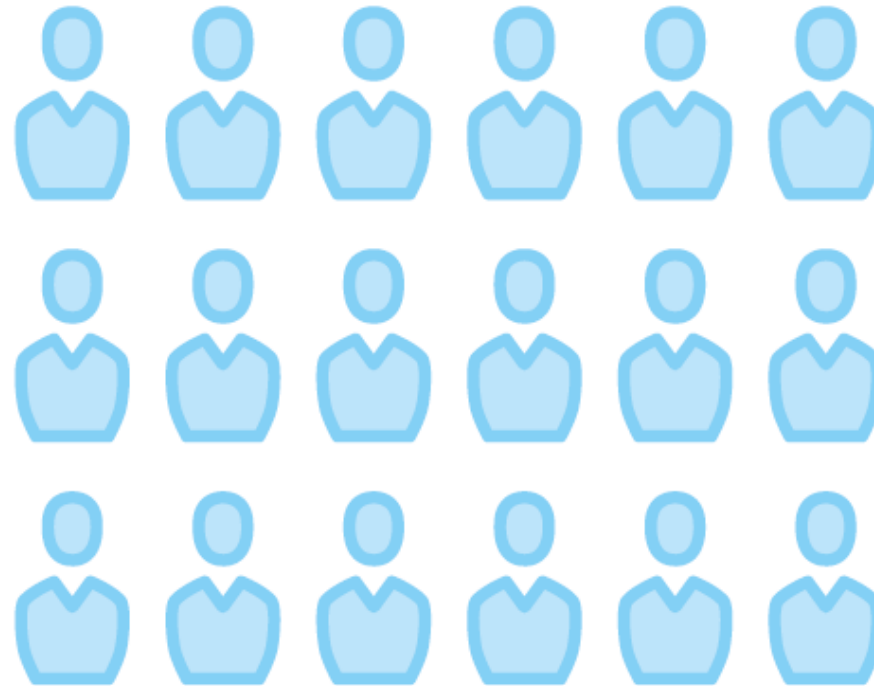
SIZE OF PR AND COMMUNICATIONS TEAMS

17%

Agencies with 11-25
staff members

Decrease
since 2018

12%



30%

In-house teams
of 2-5 people



norstat

#PRCACensus

PRCA | **50** YEARS
1969-2019

Salaries

SALARIES

£42,700

average salary in the industry

7.07%

Decrease
since 2018

£41,846

average agency salary

8.76%

Decrease
since 2018



SALARIES

£43,300

average in-house salary

6.07%

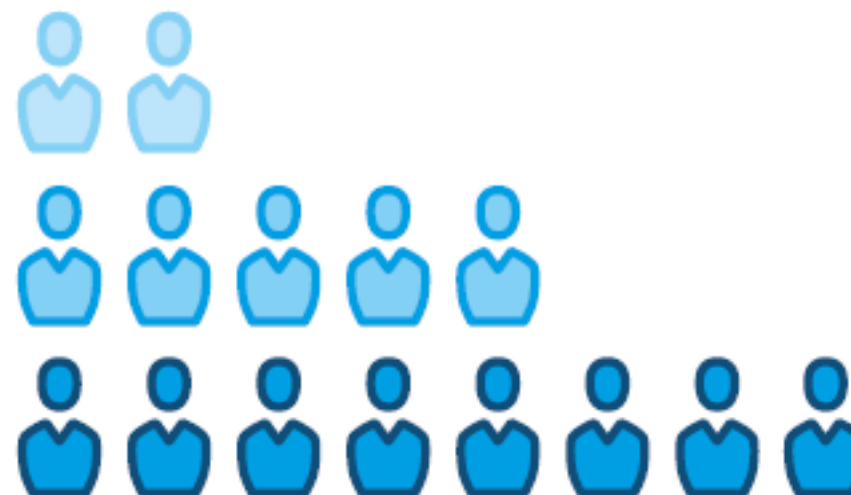
Decrease
since 2018

£49,069

average freelance income

3.72%

Decrease
since 2018



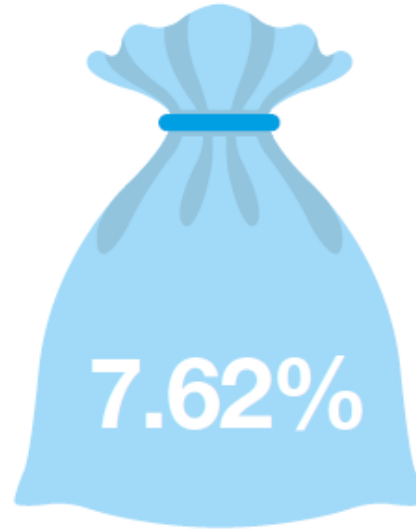
PAY RISE

59%

received a pay rise in the
past 12 months



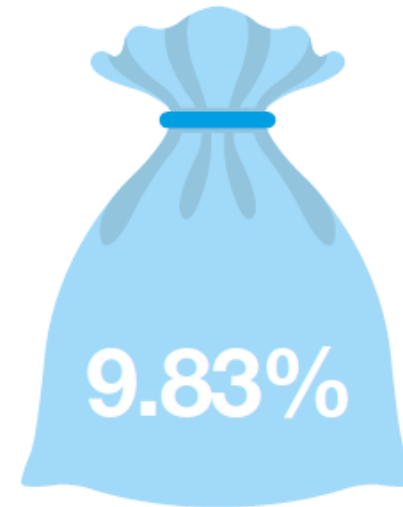
Increase
since 2018



Average agency
pay rise



Average in-house
pay rise



Average freelancer
pay rise



norstat

#PRCACensus

PRCA | **50** YEARS
1969-2019

Gender Pay Gap

GENDER PAY GAP

13.6%

Gender pay gap in the PR and communications industry



£40,651

Average salary for
female professionals



£47,063

Average salary for
male professionals



norstat

#PRCACensus

PRCA | **50** YEARS
1969-2019

GENDER PAY GAP

15.4%

Agency gender pay gap

1.8%

Higher than the
industry average

6.9%

In-house
gender pay gap

6.7%

Lower than the
industry average



norstat

#PRCACensus

PRCA | 50 YEARS
1969-2019

CHILDREN/DEPENDENTS



30%

Have children or dependents

#PRCACensus

SUMMARY

#PRCACensus

PRCA | **50** YEARS
1969-2019

THE BIG NUMBERS

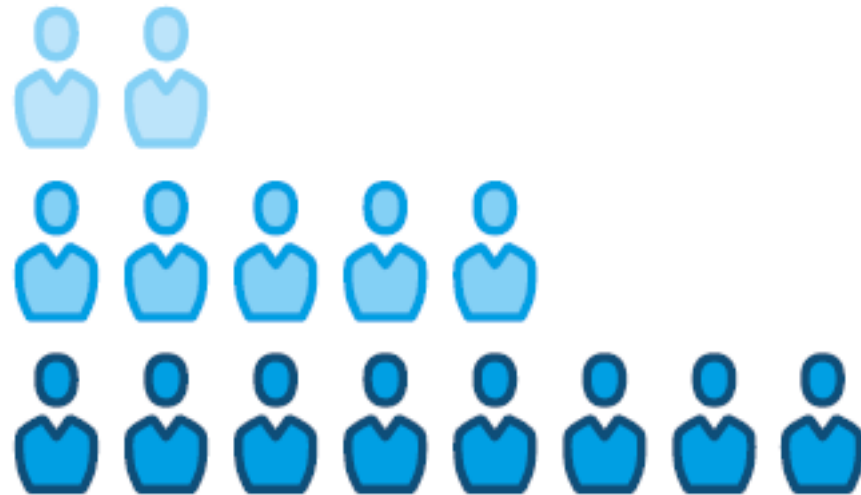
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Value of UK PR and
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and communications





ANY QUESTIONS?



#PRCACensus

PRCA | **50** YEARS
1969-2019

***Raising awareness of rare diseases and
fundraising to discover cures***

Annamaria Zaccheddu

Scientific Communication Fondazione Telethon

A man and a young child are smiling and posing for a photo through a circular opening in a wooden structure. The man is on the left, wearing a dark jacket, and the child is on the right, wearing a blue jacket. They are both looking towards the camera. The background outside the opening shows a grassy area and a wooden fence.

From raising awareness on rare diseases to fundraising activities to help cure them

Annamaria Zaccheddu, Content Management
Rome, 06-06-2019

FONDAZIONE





**EVERY MINUTE OF EVERYDAY,
TEN CHILDREN AROUND THE
WORLD ARE BORN WITH A
RARE GENETIC DISEASE.
TOMMASO IS ONE OF THEM.**





RARE DISEASES ARE NOT, IN FACT, THAT RARE

Less than 5 out of 10.000 people are affected by each disease.



**350 MILLION PEOPLE
AFFECTED
WORLDWIDE**



**30 MILLION PEOPLE
AFFECTED
IN THE USA ALONE**



80% ARE GENETIC IN ORIGIN

For most diseases there is still no cure and many of them are still undiagnosed.



OUR MISSION

We want to advance biomedical research until therapies for muscular dystrophy and other genetic disorders are found.

We prioritize disorders other investors ignore.

We back the best research projects in Italy.

We tell everyone who helps us how the money raised is used.

We want to help those that others ignore.

► [WATCH](#) OUR MISSION





OUR VISION

Just funding quality research is not enough.

TREATMENT MUST BE MADE AVAILABLE TO EVERYONE.

That's why Fondazione Telethon steers basic science towards translational and applied research.

Everybody has the right to treatment.

Fondazione Telethon works with pharmaceutical companies to make identified treatments available to all.





OUR HISTORY

TELE-VISION MARA-THON

We were born on the initiative of a group of families of patients suffering from **muscular dystrophy**.

In 1990 they asked **Susanna Agnelli** - then Italian foreign minister - to bring the “Telethon” to Italy. The format has been invented by the American actor **Jerry Lewis** (1966), whose son was dystrophic.





RESEARCH IS OUR ANSWER

We support only top, internationally competitive projects, through **highly selective peer review** conducted by a prestigious **international** Committee.

- Over **€ 528 million** invested
- **2.632** research grants
- **1.612** funded scientists
- **12.750** scientific publications
- Over **570** rare diseases studied
- **One gene therapy approved on the market and 5 clinical studies ongoing**





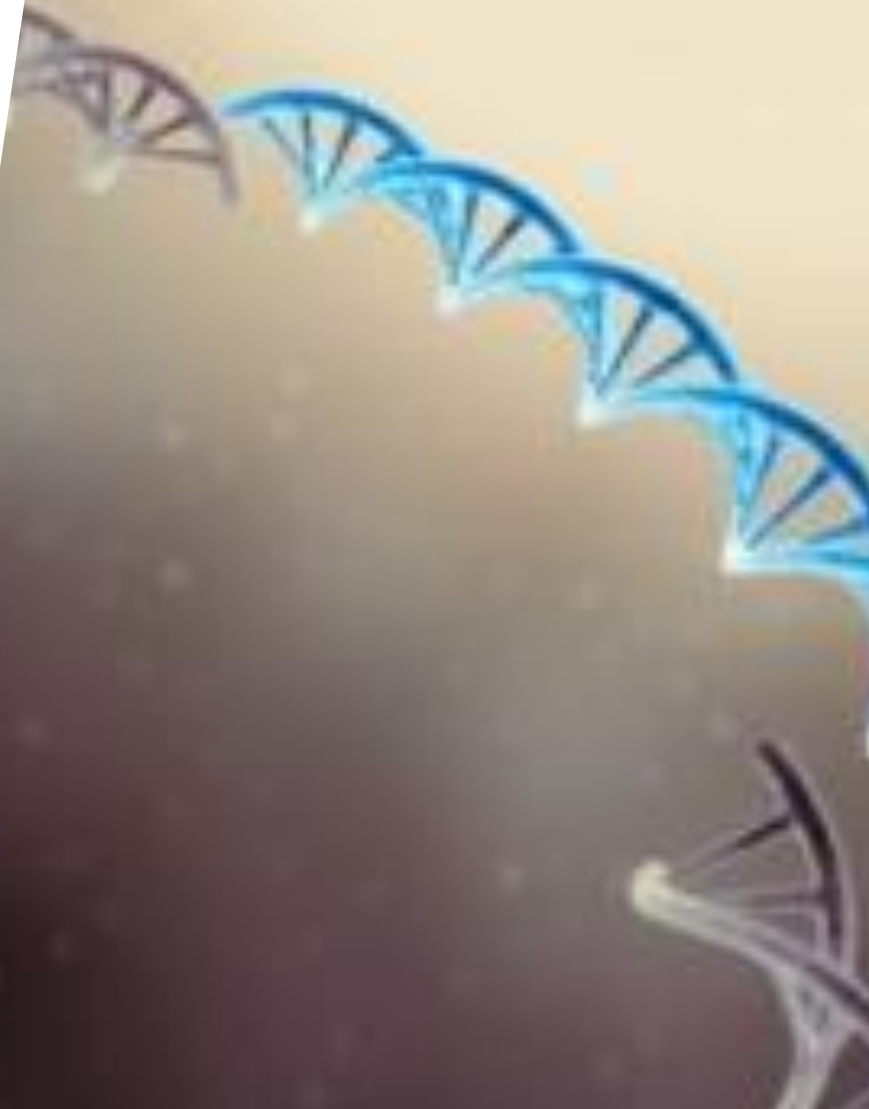
GENE THERAPY, A REVOLUTION

WHAT IS GENE THERAPY?

Gene therapy aims at transforming **viruses** in **drugs**, to transport correct genes into human cells

We applied it successfully to **genetic diseases**, changing the lives of many children from all over the world.

Nowadays, gene therapy represents a potential cure also for **cancer** and maybe for other **more common disorders**.



WE HAVE OFFERED AN HOPE TO CHILDREN ACROSS THE WORLD





THE PARADOX OF POPULARITY

great reputation of the brand

BUT ALSO

cannibalization of our daily activities and **misleading perception** of the mission, the problem, the method and the results



25 hours of live broadcast in a week, involving patients, scientists and testimonials – over 30M€/year



DO PEOPLE REALLY KNOW US?

TOP OF MIND: 3%

“Which no profit organizations do you know?”

TOTAL SPONTANEOUS AWARENESS: 10 %

“Which other organizations do you know?”

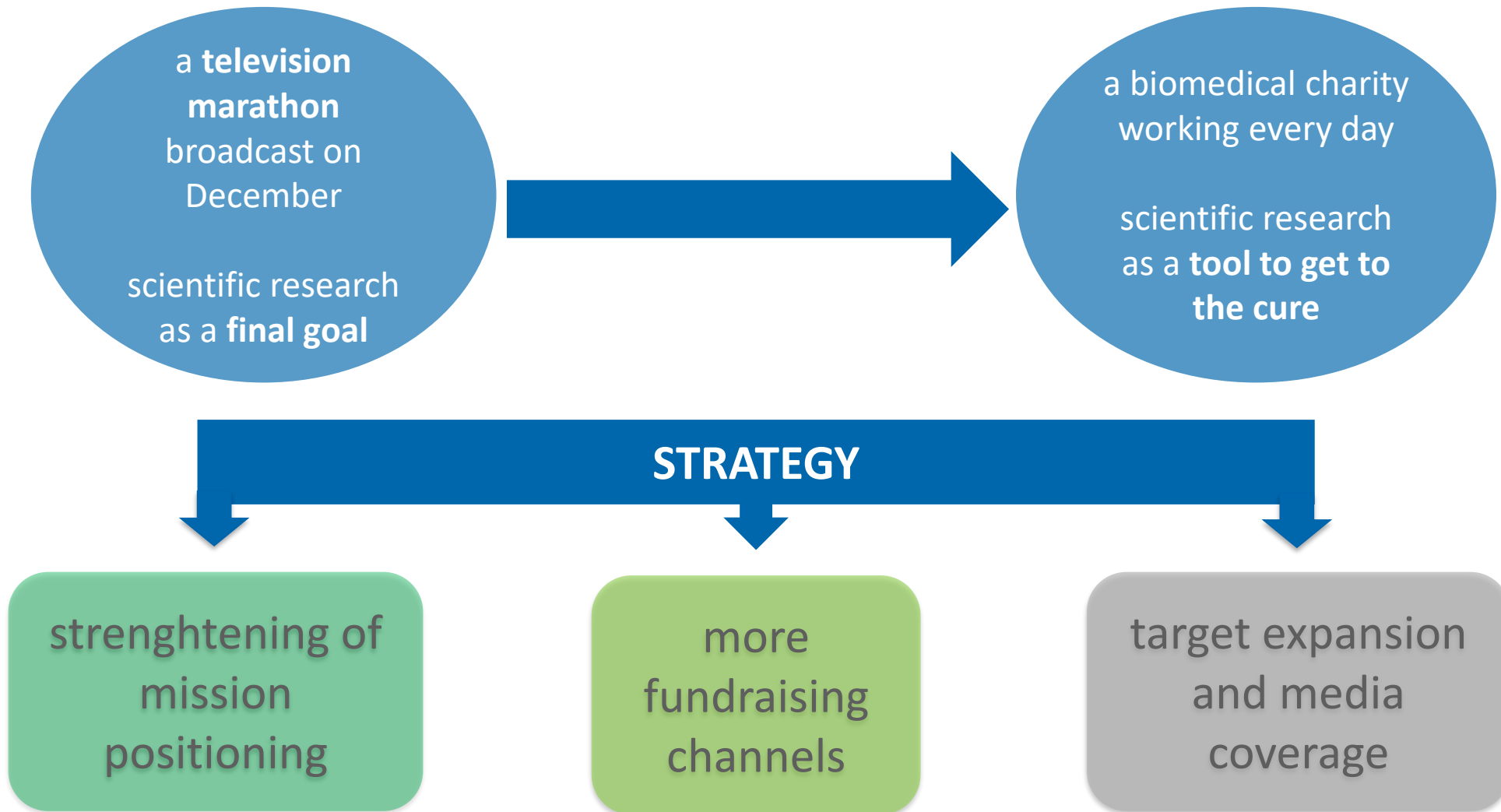
TOTAL INDUCED AWARENESS: 85%

“Do you know Telethon?”

**strong brand awareness but low awareness of who
we are and what we really do**



FROM COMMUNICATION TO FUNDRAISING





LOGO RESTYLING



A new logo, a new concept: Telethon is a foundation, non only a television marathon



A NEW STORYTELLING

2012-2013: **#IOESISTO**
(«I exist»)



Storytelling focused on patients, our beneficiaries

2014: **#OGNIGIORNO**
(«every day»)



We work every day, not only in December

2015: **#NONMIARRENDO**
(«I do not surrend»)



A cry to daily difficulties, but also a sign of trust in the future

2016-2018: **#PRESENTE**
(«here I'm»)

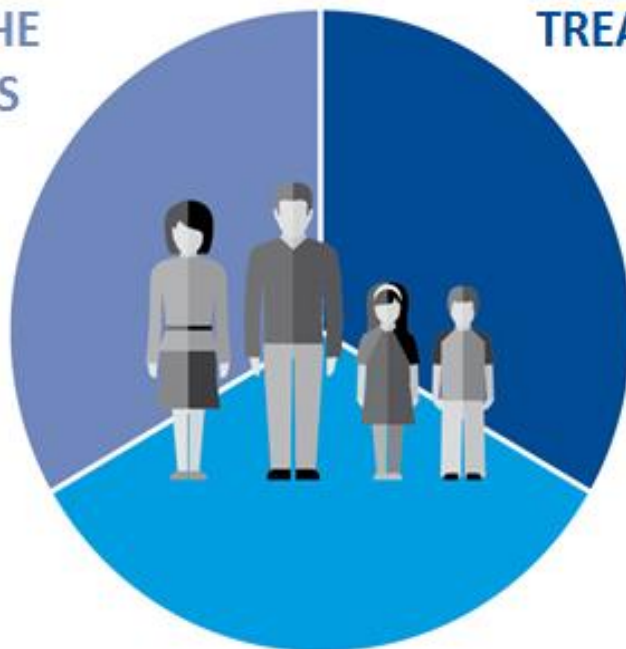


Donors are protagonists alongside patients



THREE PILLARS FOR OUR STORYTELLING

OUT OF THE
SHADOWS



TREATMENT

QUALITY OF LIFE

Knowing more about the disease is the first step to feeling that you are out of the shadows.



Life comes before your disease and we are doing everything possible to improve its quality.

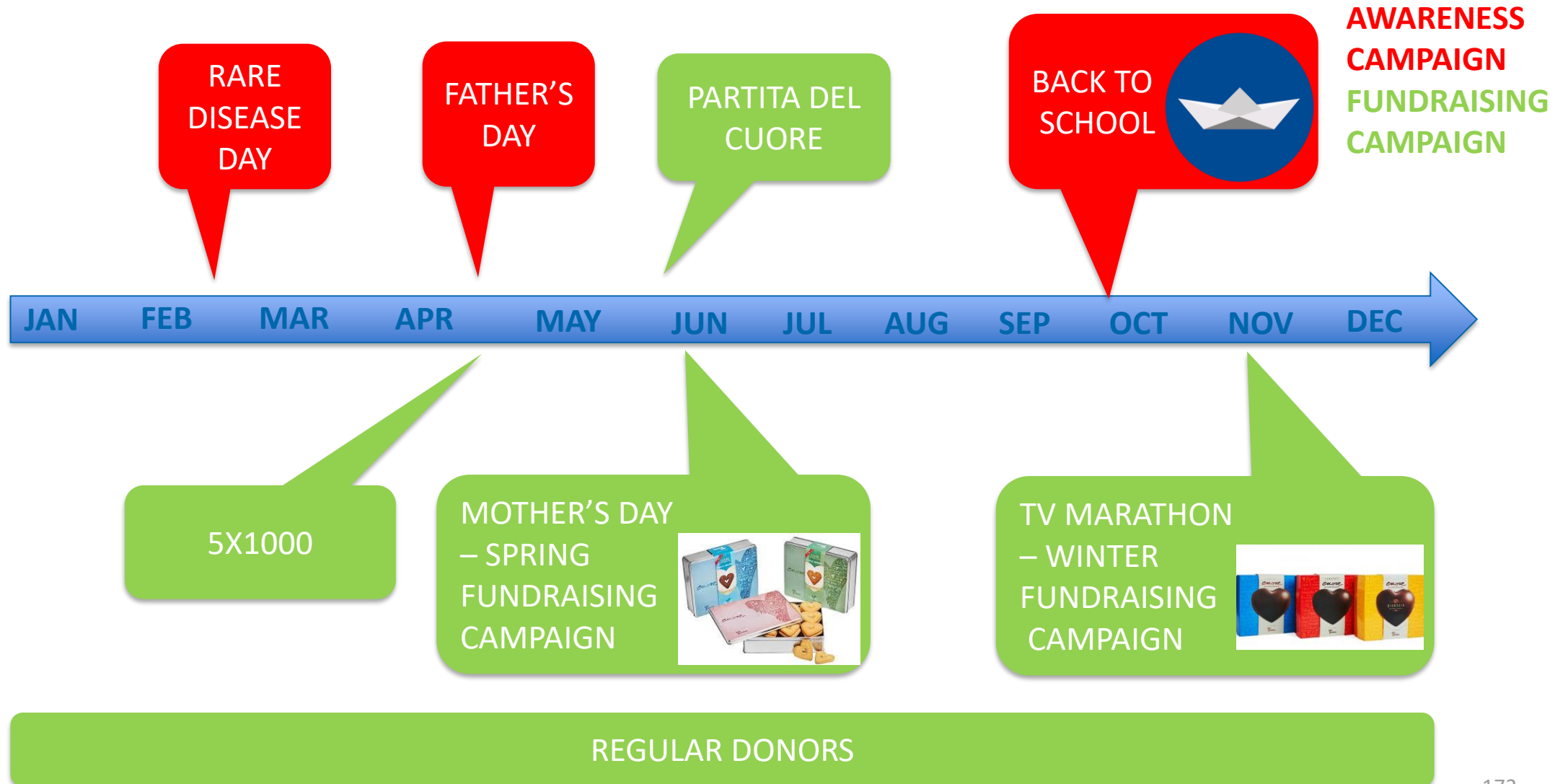


Pioneers in gene therapy, that has opened up new horizons of treatment.





NEW AND DIFFERENT APPOINTMENTS WITH OUR SUPPORTERS





RESULTS – MISSION POSITIONING

We have progressively involved a growing number of **volunteers, subscribers and stakeholders**

	2014-2015	2015-2016	2016-2017
volunteers #PRESENTE campaign	6.828	8.274	8.934
volunteers #IOPERLEI campaign	1.536	3.843	4.416
signatures 5x1000	64.697	70.209	71.100



RESULTS – NEW FUNDRAISING CHANNELS

We have progressively acquired **new donors** from the **new fundraising channels**

	2014-2015	2015-2016	2016-2017
Regular donors	14.519	33.099	58.785
Web donors	4.770	4.440	5.263
On-line shop	2.967	3.471	3.513
Cuori di Cioccolato	110.642	166.265	190.977
Cuori di Biscotto	23.134	63.175	76.202



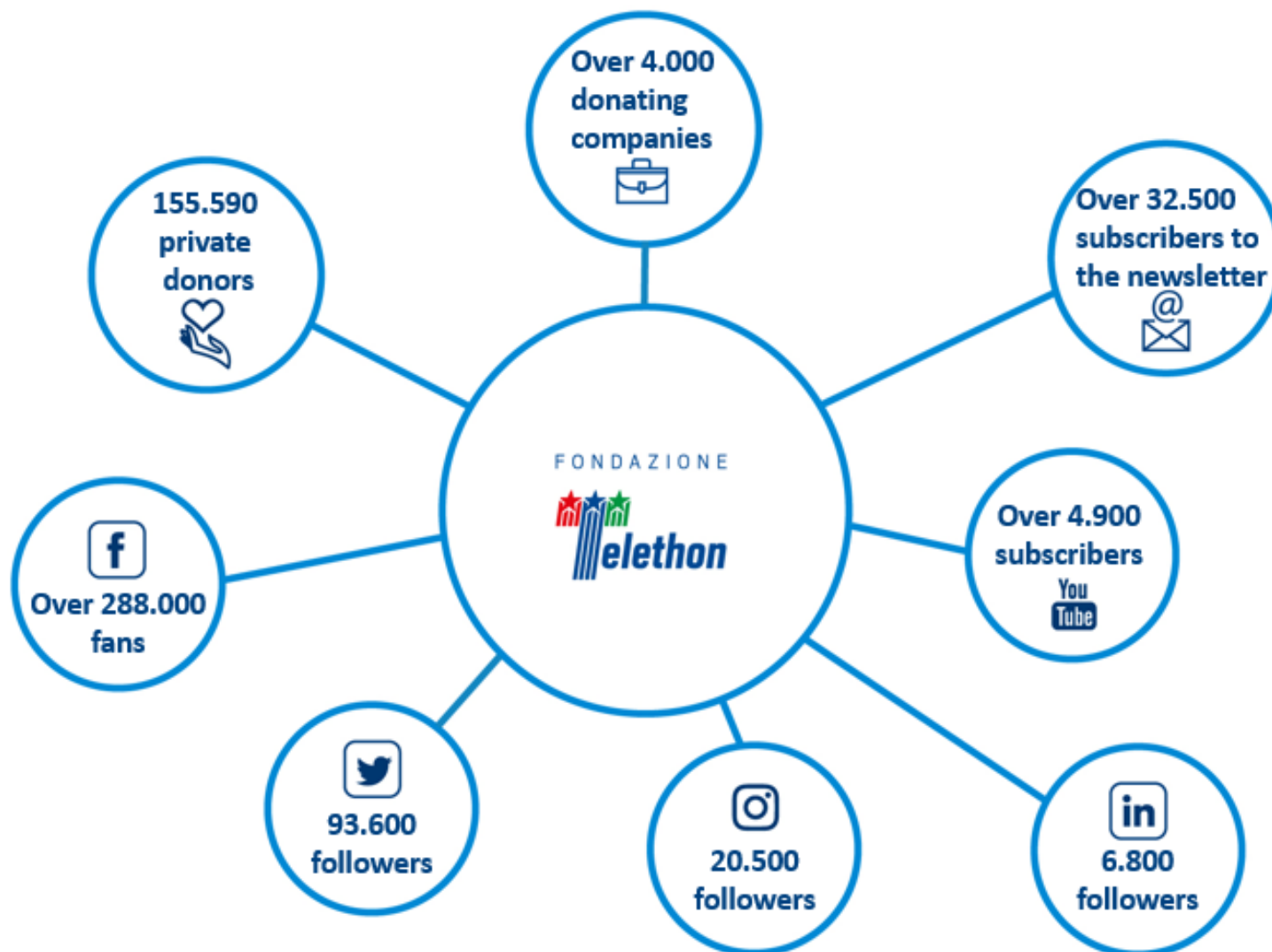
RESULTS – TARGET EXPANSION AND MEDIA COVERAGE

New audiences are growing and differing in the socio-demographic profile

	2013	2017	delta 2017 vs. 2013
Newsletter subscribers	20.457	39.424	93%
Facebook fan	124.942	251.460	101%
Twitter follower	14.000	78.850	463%
Instagram follower	1.750	10.332	490%
Website users	1.003.741	1.284.717	28%
Website users during the TV maraton	95.983	215.851	125%

The community of Fondazione Telethon

FONDAZIONE





**«TELETHON SHALL EXIST
UNTIL WE WRITE THAT
WORD 'CURABLE' NEXT TO
THE NAMES OF ALL GENETIC
DISEASES.»**

Susanna Agnelli
Founder

A woman with long dark hair is hugging a young child from behind. The woman is smiling and looking towards the camera. The child is also smiling and looking towards the camera. The background is a solid blue color with a diagonal line running from the top left to the bottom right.

Thank you

azaccheddu@telethon.it

FONDAZIONE



Final remarks and closing

Dinner and drinks with business speed-dating

Tonight, Radisson Blu, 20:00



ICCO European Group - Internal Meeting
Friday 7th June 2019
Rome, Italy

Juergen H. Gangoly
ICCO Regional President, Europe

Friday, 7 June 2018 - ICCO Internal

- ▶ **14:00** **ICCO regional coordination**
 - ▶ Reports and feedback session on ICCO governance process (bylaw adaption)
 - ▶ Topics next ICCO board meeting and Global Summit Dublin
 - ▶ Inputs / recommendations from European region

- ▶ **15:15** **Coffee break, informal networking**

ICCO Office Update

- ▶ Cannes - imp slide #CreativityforChange
 - ▶ Awards date / align - imp
 - ▶ Ethics event n montrh - imp slide - logo on websites - #CampaigningEthically ? Something to capture the imagination of agencies, lobbyists, all campaigners - engage with other groups
 - ▶ Do we need a position on regulatory reform regarding fake news? Campaign?
 - ▶ Resource libray plus demo - imp slide
 - ▶ Cms
 - ▶ Traiining with Poland and Nigeria and proi
 - ▶ Ceo survey
 - ▶ World report
 - ▶ Summit
-
- ▶ Events, research, benefits for members

ICCO Office Update

Events

- ▶ House of PR, Ethics Conference, Board Meeting and Global Summit, Global Awards

Research

- ▶ CEO Survey, World PR Report

Member Benefits and Projects

- ▶ Resource Library (demo), CMS, Matchmaker, Agency Finder, Training Developments, Ethics Month

#HouseofPR

#CreativityforChange

HOUSE OF PR

- ▶ **Message:**
- ▶ **Space:**
- ▶ **X events**
- ▶ **Sponsors**
- ▶ **Digital Pass negotiation**

ICCO Resource Library

- ▶ **Message:**
- ▶ **Space:**
- ▶ **X events**
- ▶ **Sponsors**
- ▶ **Digital Pass negotiation**

Events Summary

- ▶ ICCO House of PR, Cannes Lions, 17-21 June
- ▶ ICCO Ethics Conference, Istanbul, 11th September
Plus other Ethics events across September
- ▶ ICCO Board Meeting and Global Summit, Lisbon, 8th -10th October
- ▶ World Report Launch Events - November TBC
- ▶ ICCO Global Awards, The Savoy, London, 3rd December
- ▶ TBC - ICCO Secretariats Meeting, London 2nd December