

# PR2025

Quadriga University   
of Applied Sciences

Trends, competences and solutions for the near future  
of PR/ Comms

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What is the **main trend** that will affect PR/Comms in 2025?

## Top Trends

### Technology trends:

1. digitalization
2. artificial intelligence
3. social media

### Business trends:

1. market fragmentation
2. sustainability
3. new patterns of consumption

1. decline in trust in traditional institutions
2. sustainability
3. demand for transparency

# The trends paradox

- Transparency or information overload?
- Niche communities or general public?
- Divide or unite?
- Trusted advisor or faithful ally?

# Confidence Development Success

## Respondents by gender

48.38% female



51.62% male

54.05% female



45.95% male

PR2025 (Adi, 2019).  
Comparison of qualitative  
and quantitative round  
respondents by gender.  
(Q20. How would you  
describe yourself?)

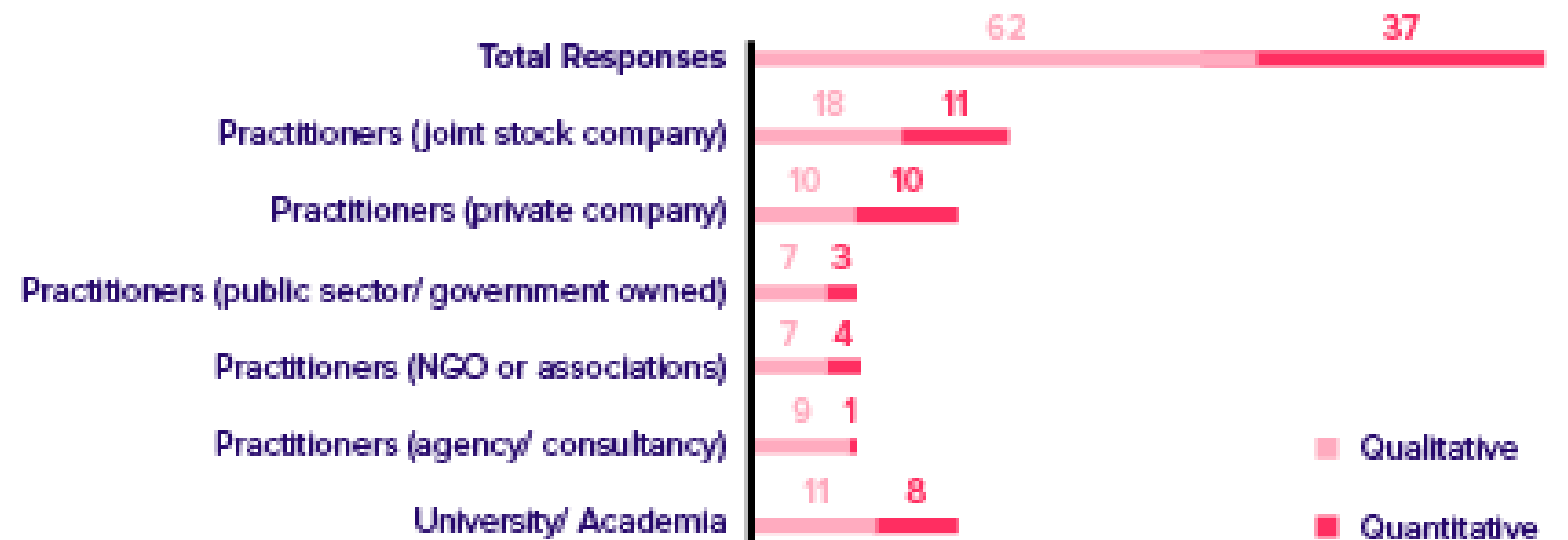
# Delphi Study

A method to identify expert consensus

## Total responses



## Respondents by company type



PR2025 (Adi, 2019). Comparison of qualitative and quantitative respondents demographics. Q17. Where do you work? and Q20. How would you describe yourself

# Delphi Study

A method to identify expert consensus

## 5 themes:

- Perceptions and role of PR in the future
- Career progression and personal attributes
- Trends
- Competences
- Solutions
- Responsibilities

# Research framework

Roles of PR/Comms	Trends	Competences	Solutions	Organization	Person
Role of PR/comms in 2025 within own organization Q1	Main current trends Q5	General competences Q9, Q10, Q11	Current Q18, Q23	Type Q25	Gender Q28
Role of PR/comms in 2025 in society Q2	Main technology trends Q6	Personal qualities and attributes Q12, Q13	Recommended Q19, Q24	Industry sector Q26	Academic background Q29
Typology Van Ruler, 2004 – Q3	Main business trends Q7	Technical Q15, Q16, Q17	Owners Q11, Q17, Q22	Size Q27	
General perception Q4	Main social trends Q8	Business/Manageria Q20, Q21, Q22			
				Country Q30	
Career progression Q14				Region Q31	

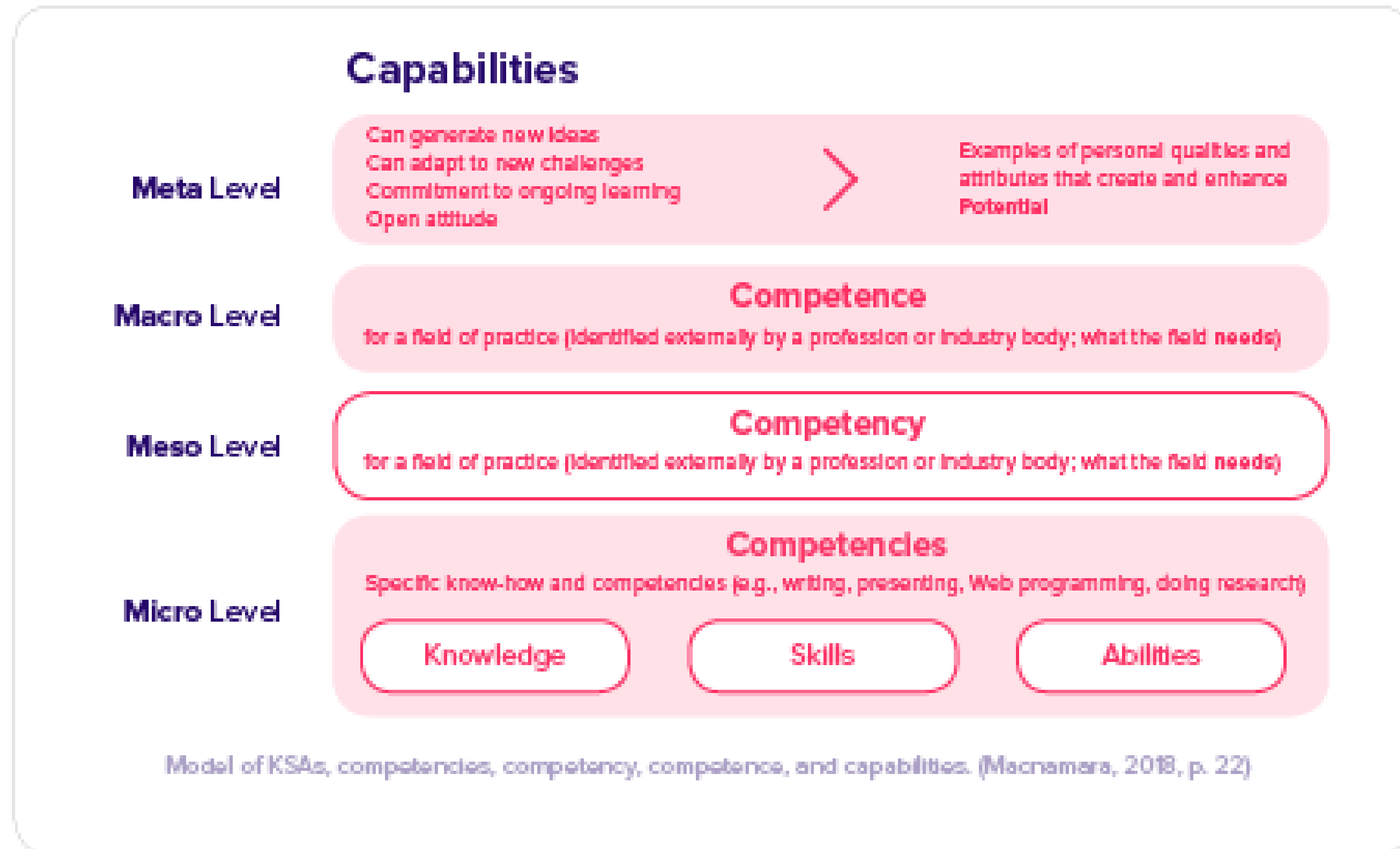




## **Global Body of Knowledge Project (GBOK)**

Global Alliance for Public Relations and Communication Management

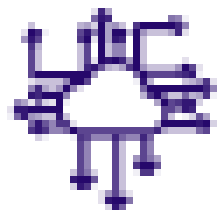
- Knowledge, Skills, Abilities (aka Competencies)
- Progression level/hierarchy



# *Competences*



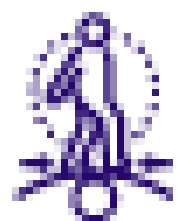
## Top Competences



**Technology competence:  
digital literacy**

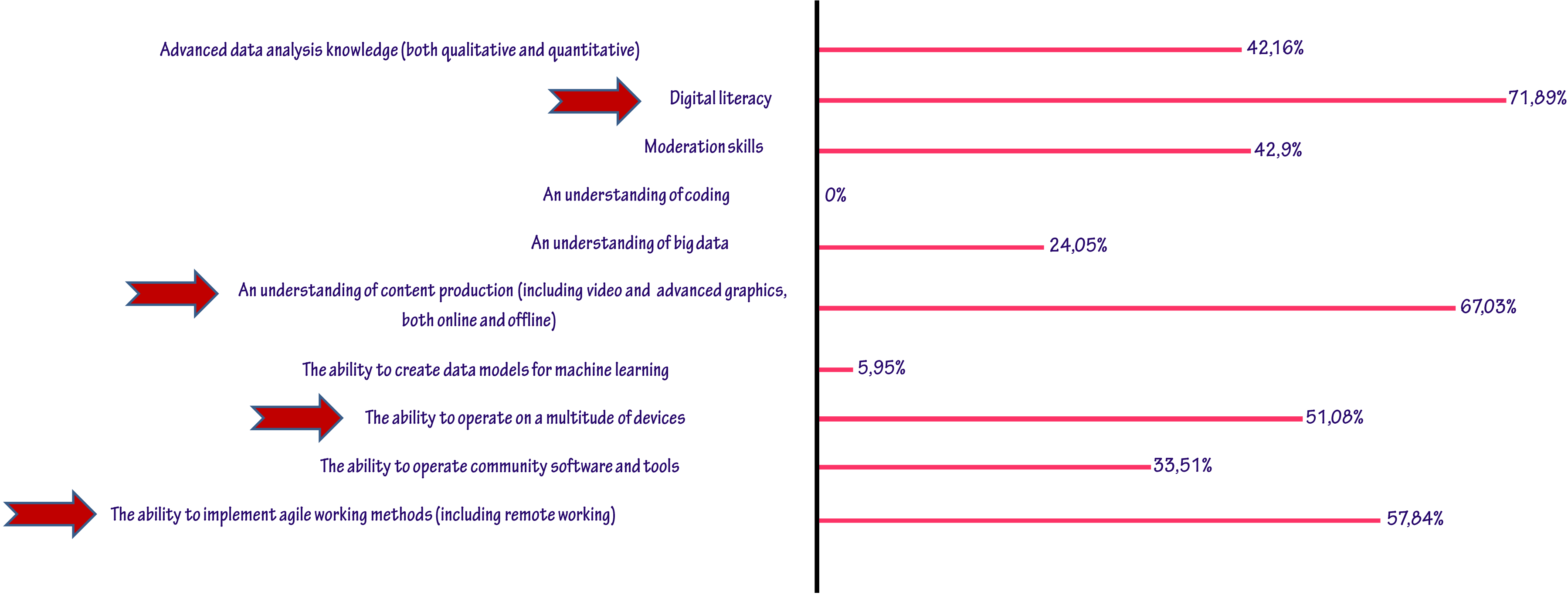


**Business/managerial competence:  
strategy (development, implementation and evaluation)**



**General competence:  
understand business priorities**

# Technical competences



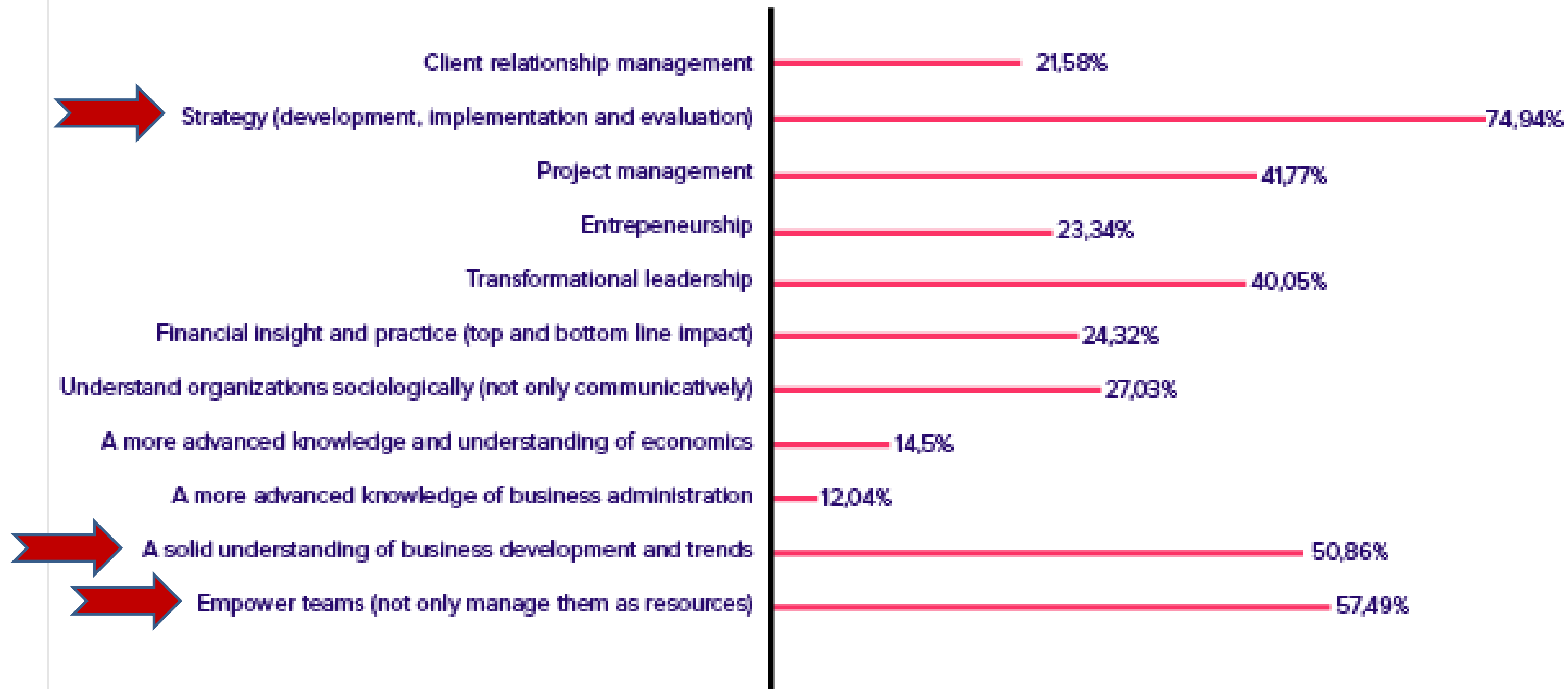
PR2025 (Adi, 2019). Digital literacy is the most important competence practitioners should consider for the future (n=37, Q16: Considering how work is evolving (flatter hierarchies, remote working, agile methods) what technical competences should practitioners display?)

*Keep in mind that not the data itself, but understanding them is a key driver of success. Understanding your data gives you the key to business success on social, digital and AI.*

*(M, oil & gas)*



## Business/managerial key competence for the future: Strategy (from development, implementation to evaluation)



PR2025 (Adi, 2019). Strategy (development, implementation and evaluation) is the core competence for PR/Comms professionals (n=37, Q21: Considering how work is evolving (flatter hierarchies, remote working, agile methods) what business/managerial (but not understood as managing communication teams but rather as running a business) competences should practitioners display?)

*Communication practitioners need to have a comprehensive understanding of regional and **international cultures** as well as political and **economic challenges** of societies that the organization may be doing business with or having as their key stakeholders. They are also expected to know the relevant policies, **regulatory guidelines** impacting on the organization and industry for successful and **strategic engagement with stakeholders**, and in their internal advisory roles. They will need to have **strong communication and technical skills** required for the communication on **trending media platforms**. (F, academia)*

# Solutions



	Technical Training delivered	Technical Training delivered	Difference	Business/ managerial training delivered	Business/ managerial training future	Difference
Nothing	10.81%	8.11%	-27.0%	16.22%	8.11%	-8.11%
Lunch learning sessions	18.92%	8.11%	-10.81%	13.51%	8.11%	-5.40%
Thinking sessions		27.03%	27.03%		21.62%	21.62%
Provide access to a library of materials (case studies, videos, books)	45.95%	24.32%	-21.63%	35.14%	24.32%	-10.82%
Team members voluntarily and independently identify development areas	35.14%	21.62%	-13.52%	32.43%	24.32%	-8.11%
Consult with team members in order to identify development areas	45.95%	35.14%	-10.81%	43.24%	37.84%	-5.40%
Apprenticeships	10.81%	5.41%	-5.40%	2.70%	10.81%	8.11%
Job shadowing	8.11%	18.92%	10.81%	5.41%	18.92%	13.51%
Allocate team members a personal development budget	29.73%	51.35%	21.62%	21.62%	37.84%	16.22%
Allocate time for personal development	18.92%	48.65%	29.73%	16.22%	43.24%	27.02%
Group discussions on best practices	43.24%	27.03%	-16.21%	29.73%	40.54%	10.81%
Develop and organize training sessions/webinars in-house based on team members requests	51.35%	35.14%	-16.21%	32.43%	37.84%	5.41%
Hire others to host training/webinars based on team members requests	40.54%	35.14%	-5.40%	21.62%	40.54%	18.92%
Develop and organize integrated communication and technology/ business training	21.62%	35.14%	13.52%	24.32%	35.14%	10.82%
Develop and organize training sessions/webinars in-house to address competencies that the organization has identified as essential	40.54%	24.32%	-16.22%	37.84%	27.03%	-10.81%
Hire others to host training sessions/webinars to address competencies that the organization has identified as essential	43.24%	40.54%	-2.70%	29.73%	40.54%	10.81%
Mentoring	27.03%	29.73%	2.70%	40.54%	32.43%	-8.11%
Reverse mentoring	5.41%	10.81%	5.40%	2.70%	8.11%	5.41%
Coaching	21.62%	40.54%	18.92%	32.43%	37.84%	5.41%
Support degree education		37.84%	37.84%		35.15%	35.15%
Support research		40.54%	40.54%		32.43%	32.43%
All of the above	0%	8.11%	8.11%	0%	18.82%	18.82%

PR2025 (Adi, 2019) More time and resources for training, a preference for third party training and an increasing support for education and research guide the training recommendations for communicators in the future PR2025 (Adi, 2019) Future solutions for technical and business/managerial development should include a variety of formats but ensure that appropriate time and budget is allocated. (n=37; based on Q18 and Q23: What does your organization currently do to support practitioners acquire these competences? And Q19 and Q24: What should your organization do to better support practitioners acquire these competences?)



# Where do we go from here?



<p><b>Organization/Employer:</b></p> <ul style="list-style-type: none"> <li>• Understand business priorities</li> <li>• Use real-time data to plan and manage stakeholder interactions</li> <li>• Involve employees and other functions on a network approach</li> <li>• Act as facilitators of stakeholder ecosystems</li> <li>• Inform management decisions based on knowledge of stakeholder expectations</li> <li>• The ability to operate community software and tools</li> <li>• The ability to implement agile working methods (including remote working)</li> <li>• Client relationship management</li> <li>• Transformational leadership</li> <li>• Financial insight and practice (top and bottom line impact)</li> <li>• A solid understanding of business developments and trends</li> <li>• Empower teams not only manage them as resources)</li> </ul>	<p><b>Individual:</b></p> <ul style="list-style-type: none"> <li>• Understand moral frameworks</li> <li>• Be able to create, acquire, aggregate and create content appropriate for various platforms</li> <li>• Be able to identify and respond to ethical challenges posed by new technologies</li> <li>• Be able to work using agile methods</li> <li>• Be able to operate across different communication disciplines</li> <li>• Effectively communicate across a full range of platforms and technologies</li> <li>• Moderation skills</li> <li>• The ability to operate on a multitude of devices</li> <li>• Entrepreneurship</li> </ul>
<p><b>Universities:</b></p> <ul style="list-style-type: none"> <li>• Understand larger issues that are a threat to global society</li> <li>• Be able to acquire, aggregate, and analyze data</li> <li>• Be able to identify behavioral and social psychological insights and knowledge based on data</li> <li>• Advanced data analysis knowledge (both qualitative and quantitative)</li> <li>• An understanding of coding</li> <li>• An understanding of big data</li> <li>• Strategy (development, implementation and evaluation)</li> <li>• Understand organizations sociologically (not only communicatively)</li> <li>• Have a basic knowledge of economics</li> <li>• A more advanced knowledge and understanding of economics</li> </ul>	<p><b>Professional training bodies/associations:</b></p> <ul style="list-style-type: none"> <li>• Understand the principles and mechanisms based on which technologies and platforms operate</li> <li>• An understanding of content production (including video and advanced graphics, both online and offline)</li> <li>• The ability to create data models for machine learning</li> <li>• Project management</li> </ul>

Thank you!

Download the full report from here:

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<https://cutt.ly/PR2025>

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