

Magna Carta PR experts view the future of PR

During World PR Week, Magna Carta Reputation Management Consultants, held a series of dialogues, examining how the public relations sector has evolved, and how the role of PR professionals has undergone a profound transformation. This has implications for today's PR professionals.



Source: © 123rf [123rf](#) The public relations sector evolved, and so the role of PR professionals has undergone a profound transformation

The advent of digital media and the dynamic nature of communication, has led to PR's from press releases and traditional media outreach to become a strategic and essential function that shapes brand perception, builds lasting relationships, and influences public opinion.

Today's PR professionals wear multiple hats as they navigate an increasingly complex media landscape.

Beyond media relations, they now play the role of storytellers, content creators, social media strategists, crisis managers, and brand advocates.

As Omawumi Ogbe, managing partner, GLG Communications, rightly notes, "In the digital age, PR is not just about pitching to the media anymore; but among other things, has transformed into engaging with audiences directly and building lasting relationships."

Digital media has given rise to new communication channels, such as social media platforms, blogs, podcasts, and

influencers.

As a result, PR professionals need to adapt their strategies to leverage these channels effectively. They must now focus on crafting compelling narratives that resonate with their target audiences and use data-driven insights to optimise their efforts.



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The role of media relationships

Despite the shift to digital media, traditional media still plays a crucial role in shaping public opinion.

Vanessa Perumal, managing director, JT Communications, emphasises, "Media relations remain a core skill for PR professionals. Building relationships with journalists is key to securing valuable coverage and managing reputation."

While securing media coverage is essential, the approach has changed.

PR professionals need to build meaningful relationships with journalists based on mutual respect and trust.

Rather than bombarding them with press releases, it's about understanding what kind of stories resonate with each journalist and offering them valuable insights. These strong relationships can lead to more authentic and positive coverage for their clients.

The power of storytelling

In the digital era, storytelling has become a potent tool for PR professionals.

Stephen Waddington, managing partner, Wadds Inc., highlights, "Storytelling is not just about conveying information; it's about creating emotional connections with audiences, making them feel a part of the brand's journey."

Through storytelling, PR professionals can humanise brands, articulate their values, and establish an emotional connection with their target audience.

Compelling narratives can evoke empathy, trust, and loyalty, leaving a lasting impact on consumers' minds.

Whether it's through captivating social media campaigns or engaging blog posts, the art of storytelling adds depth and authenticity to the communication process.



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The future of PR

Looking ahead, PR professionals must continue to embrace technological advancements.

Artificial Intelligence (AI) and data analytics are already revolutionising the industry, providing valuable insights for more effective campaigns and better audience targeting.

Automation tools streamline repetitive tasks, enabling PR professionals to focus on strategic thinking and relationship-building.

Moreover, as the media landscape continues to evolve, PR professionals will need to stay adaptable and proactive.

Keeping a pulse on emerging trends and consumer behaviours will be essential for shaping successful communication strategies.

The practice of PR has come a long way from its traditional roots. Today's PR professionals are empowered with a plethora of digital tools, allowing them to build relationships directly with audiences, harness the power of storytelling, and navigate a constantly evolving media landscape.

By embracing innovation, nurturing media relationships, and mastering the art of storytelling, PR professionals can effectively drive brand narratives and influence public perceptions.

As we move forward, the PR industry will undoubtedly continue to evolve, demanding a commitment to lifelong learning and a proactive approach to stay ahead in the ever-changing landscape of communication.

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