



What's next?

Drafting a Communications Strategy

Yossi Koren - Opening remarks



Fulfilling our clients' dreams at a minimum cost

Learn the Past

Analyze the Present

Guess the Future

The future is now

(but we don't share it equally)

It is already our clients' reality
waiting for us to realize it for them

Have the best understanding of the relevant future

Based on 2 components:

1. The mega trends
2. What's next?

7 Mega Trends

No matter what product you are selling

It's a one-village world

A world of dissolved economies, systems
and decisions, made in uncertain conditions

“Which global phenomenon will soon fly over my organization?”



It's everybody's world

80% of household decisions are made by women

America has a black president

Most of the world doesn't live in Europe or America

“How would I empower special groups in my organization?”



It's a multi-community world

I can belong to more than one community at the same time

My weekend defines me just like my profession

“Can I create pride in belonging to my organization?”



It's the Y Generation's world

Know a lot about very little, know a little about the rest

“Do I really understand their language and dreams?”



It is a green world

Governments and corporations are really doing it.

“What is the unique practical “green” aspect of my organization”



It is a one-stop-media world

One communication, fun & info tool on my cell phone

“How can I better use the new media of the connected world?”



It's an earned media world

The group will listen to you only if you are a reliable partner.

“How do I earn the access to my social media groups?”

facebook

What's next methodology





Putting each element in relationship with it's neighbors

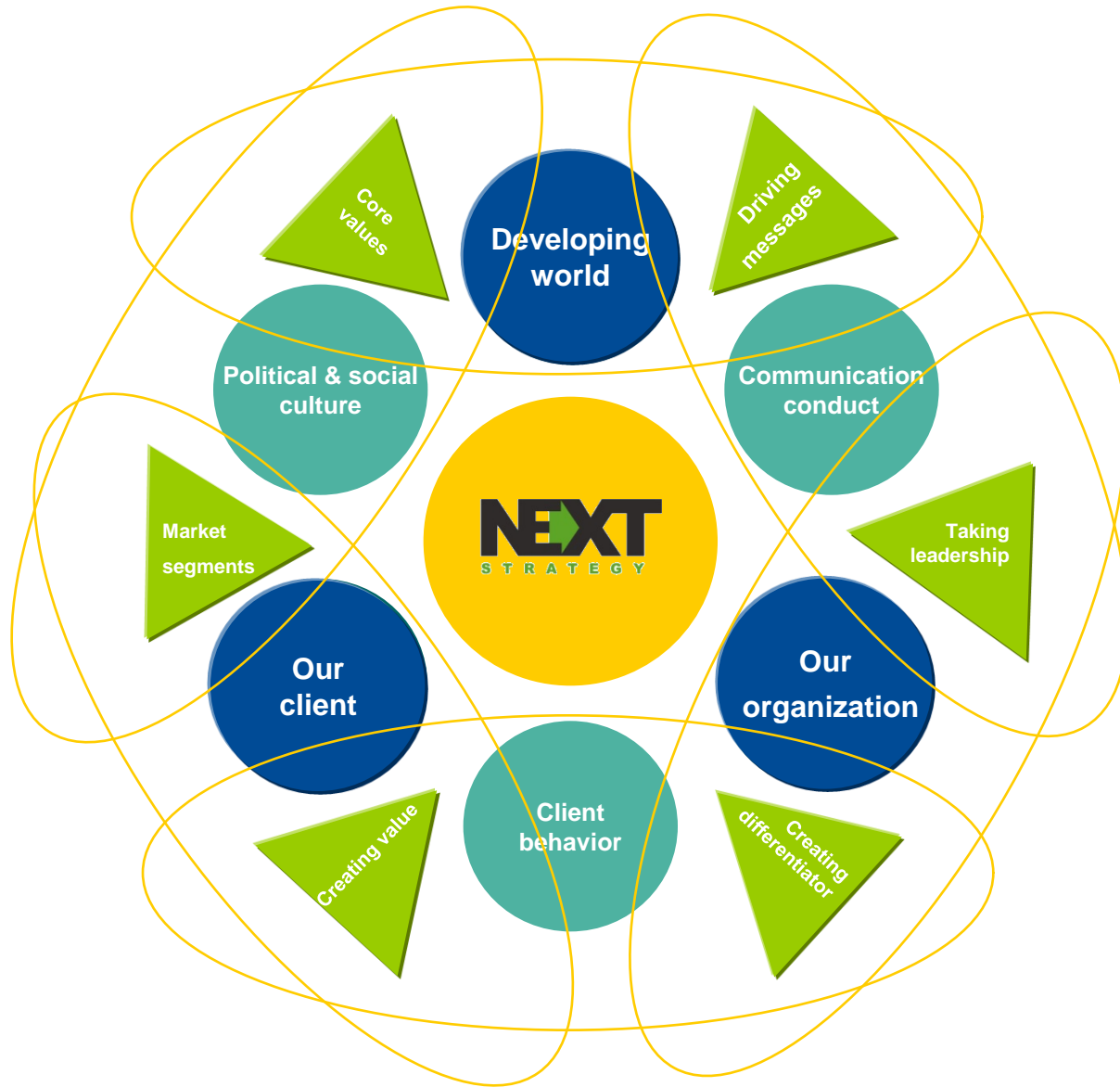


What are the inter-relations between them?

What will be next in ...?



What will be next in ...?





The next strategy

