

The Opportunities and Challenges of Business Communications

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11 June 2021

In the Old Days

In the Old Days

- No internet
- No email
- No smart phone
- Communicate via phone and fax
- Only print media

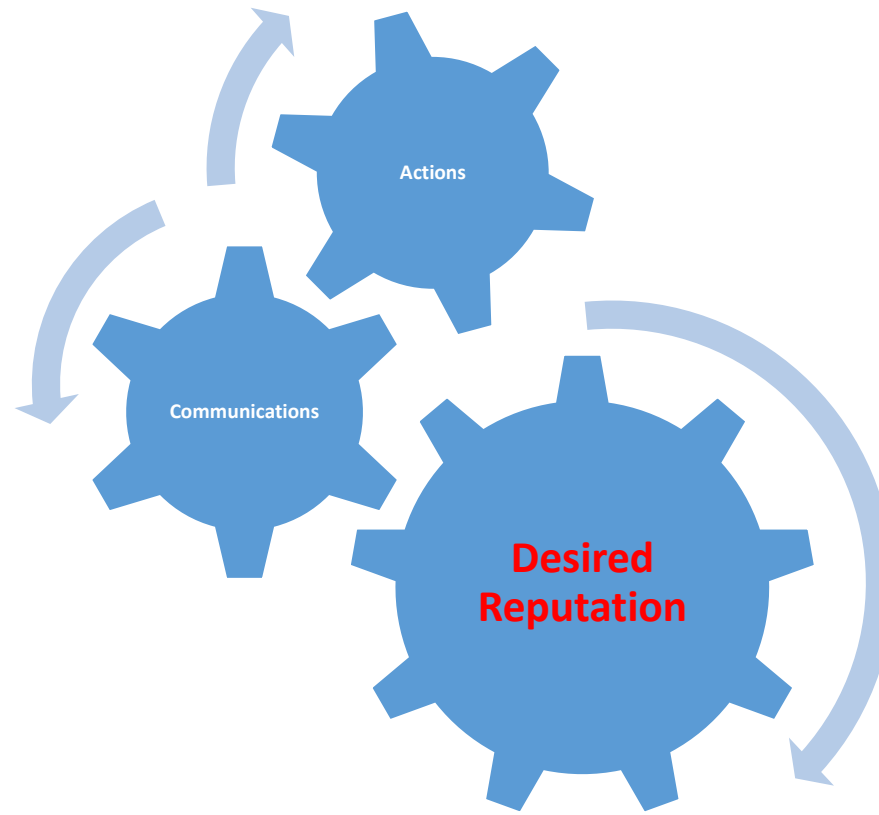


Business communications = Media relations / event management?

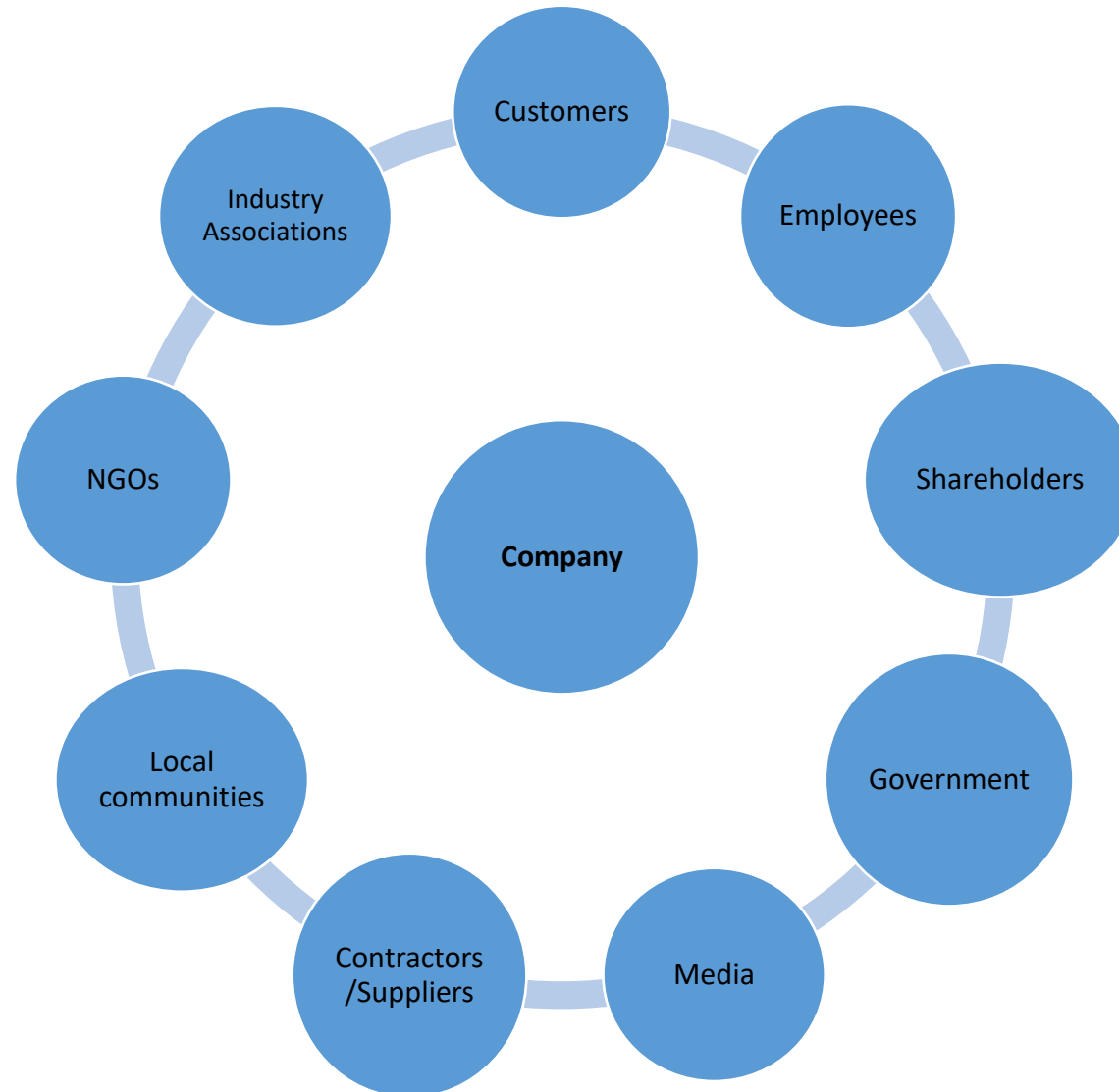


Nowadays

Roles of Public Relations / Business Communications



Stakeholders



Scopes of business communications

- 1) Corporate Branding
- 2) Thought Leadership
- 3) Media Relations
- 4) Engagement/Lobbying
- 5) Sustainability /CSR
- 6) Crisis and Issue Management
- 7) Internal Communications
- 8) Shareholder/Investor Relations
- 9) Event Management
- 10) Marketing Communications
- 11) Overseas/International PR

Nowadays

- Internet
- Social Media
- Smart phone
- Engagement
- Sustainability
- COVID-19
- ...etc



Upcoming trends

Blockchain

NFT

Metaverse

New energy

and More...

**What does it mean for
business communicators?**

Be open minded

Be proactive

Challenges or opportunities?

It depends on you!

Thank You !