

A vintage LC Smith typewriter is shown from a front-three-quarter view. The machine is dark-colored with a prominent silver-colored typebar assembly in the center. The keyboard is visible at the bottom, featuring white keys with black lettering. The brand name 'LC SMITH' is embossed on the front panel. A sheet of white paper is held in the carriage at the top. The background is a dark, textured surface.

# Trends in Communications

Public Affairs Council  
National PAC Conference  
2019



A woman is lying on her back on a paved road, painting a large rainbow. She is wearing a colorful, patterned bikini top and has paint on her arms. She is holding a paintbrush in her right hand and a palette in her left hand. Two paint cans are on the ground next to her. The rainbow is painted in broad, vertical strokes of red, orange, yellow, green, blue, and purple. The scene is set in a desert-like environment with mountains in the background and a clear sky.

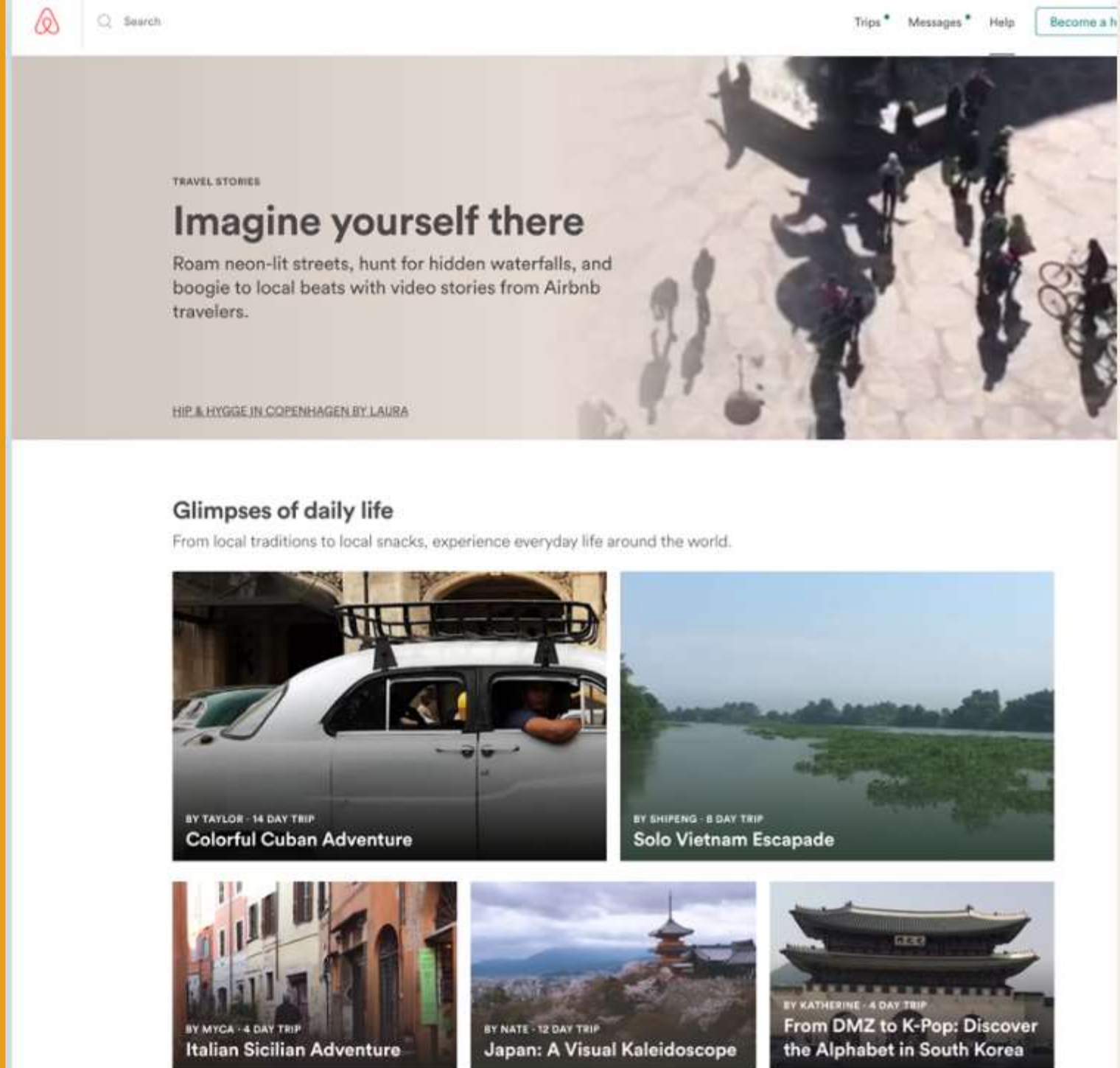
A Picture Paints a Thousand Words



# Immersive Experiences

## Improved Storytelling

- Help people connect emotionally
- Tell them the thinking behind what you are selling.
- Storytelling helps combat ad blindness



# Communication Trends

Better Content & More Content Creators



Rise of Video Communications



Growing Trust in Companies Over Data Use



Digital Innovation Leading to Authenticity





A festive scene featuring three pineapples as the main subjects. The central pineapple is wearing a pair of black aviator sunglasses. Behind the pineapples are several colorful balloons in shades of blue, green, and yellow, along with yellow party streamers. The background is a plain, light-colored surface.

# Employee Communications

Execs demand business value. Employees just want to have fun.

# Employee Communication Trends



## PRIORITIZE MOBILE

Does your organization have an app



## CREATE BUSINESS VALUE

Don't just push messages, become a strategic asset



## EMPOWER INTERNAL INFLUENCERS

All employees are becoming communicators



## CREATE MEMORABLE EMPLOYEE EXPERIENCES

Today's workforce demands more than top-down lectures



## MAKE 'EM LAUGH

Today's workers expect a more enjoyable work environment



# COMPLIMENTS OF THE INTERNET

**Jimmy Fallon**

**Congress was broadcast live on Facebook for the first time in history**

Now you can waste time and not get work done by watching Congress waste time and not get work done

**Will Rogers**

**With Congress, everytime they make a joke it's a law  
and everytime they make a law it's a joke**

**More Clean  
Humor**

**Readers Digest**

[www.rd.com/jokes](http://www.rd.com/jokes)

## What's Worked

## What Hasn't

"Don't try to dress like me or wear your hair like mine. Find your own style."

- Selma Hayek

