

**THE COMMS AVENUE
CHAT WITH A COMMS PROFESSIONAL**

The Comms
Avenue

HIGHLIGHTS FROM NYSHA KING'S SESSION - "HER JOURNEY TO THE TOP"

- ❖ Don't expect things to be direct. Life is about twists and turns and it's important to always get back to your goals.
- ❖ Don't get caught up in a linear career path. Be ready for more!
- ❖ Things (interests and passion) are much easier to combine these days as the world becomes more global.



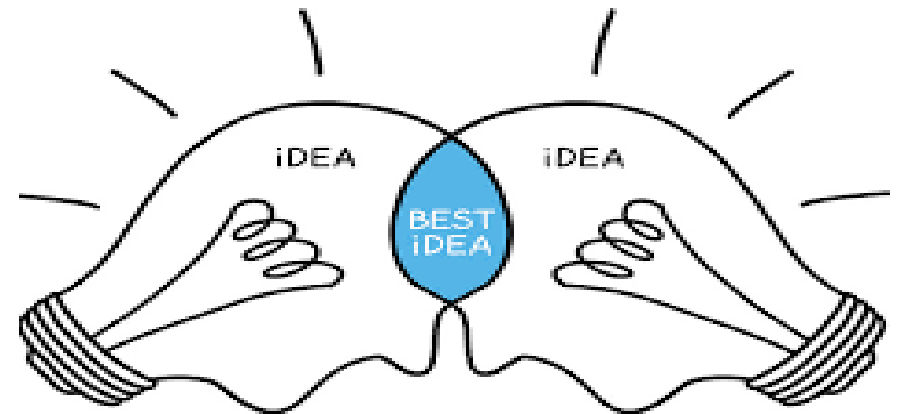
SKILLS

- ❖ As a Communications professional who wants to have global impact, you need to have solid writing and presentation skills. You need to be a good researcher and also stay informed about industry trends.
- ❖ It's important to let your global colleagues guide you on the cultural impact or implications of various marketing messaging and positioning.
- ❖ Take time to reassess your approach. Recalibrate and develop a new plan when things don't go as planned.



COLLABORATION

- ❖ You can't create a campaign and then add diverse people in later to check off the diversity button. Global campaigns require all invested parties providing their input early enough to ensure the messaging comes off being authentic.
- ❖ As a Communications Professional, you're a key member of the team in advising the leadership team and driving the strategic direction.



LEARNING

- ❖ When it feels like you've been thrown into the deep end, you need to be open-minded and learn. Learn about software and platforms to get the job done.
- ❖ You can also leverage on agencies for strategy to provide an objective perspective. Know what to outsource and know what to do yourself.
- ❖ You need to have an integrated program that includes PR, Social Media, Email and Digital Marketing.



PR PROFESSIONAL

- ❖ Software for PR professionals: Cision, Meltwater, PRNewswire and Business wire, if your company is public.
- ❖ The ability to properly optimize your content on Social media is critical.
- ❖ As a PR Professional, you have a unique advantage of being able to counsel your clients on how PR works in the digital age.

