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The Public Relations Institute of Australia



The Public Relations Institute of Australia (PRIA) is the national industry body for public relations and communication professionals in Australia. PRIA represents and provides professional support and recognition to thousands of practitioners and hundreds of consultancies nationwide.



The Organisation

(corporate, government, NGO, or non-profit)



Stakeholders, Publics, Society



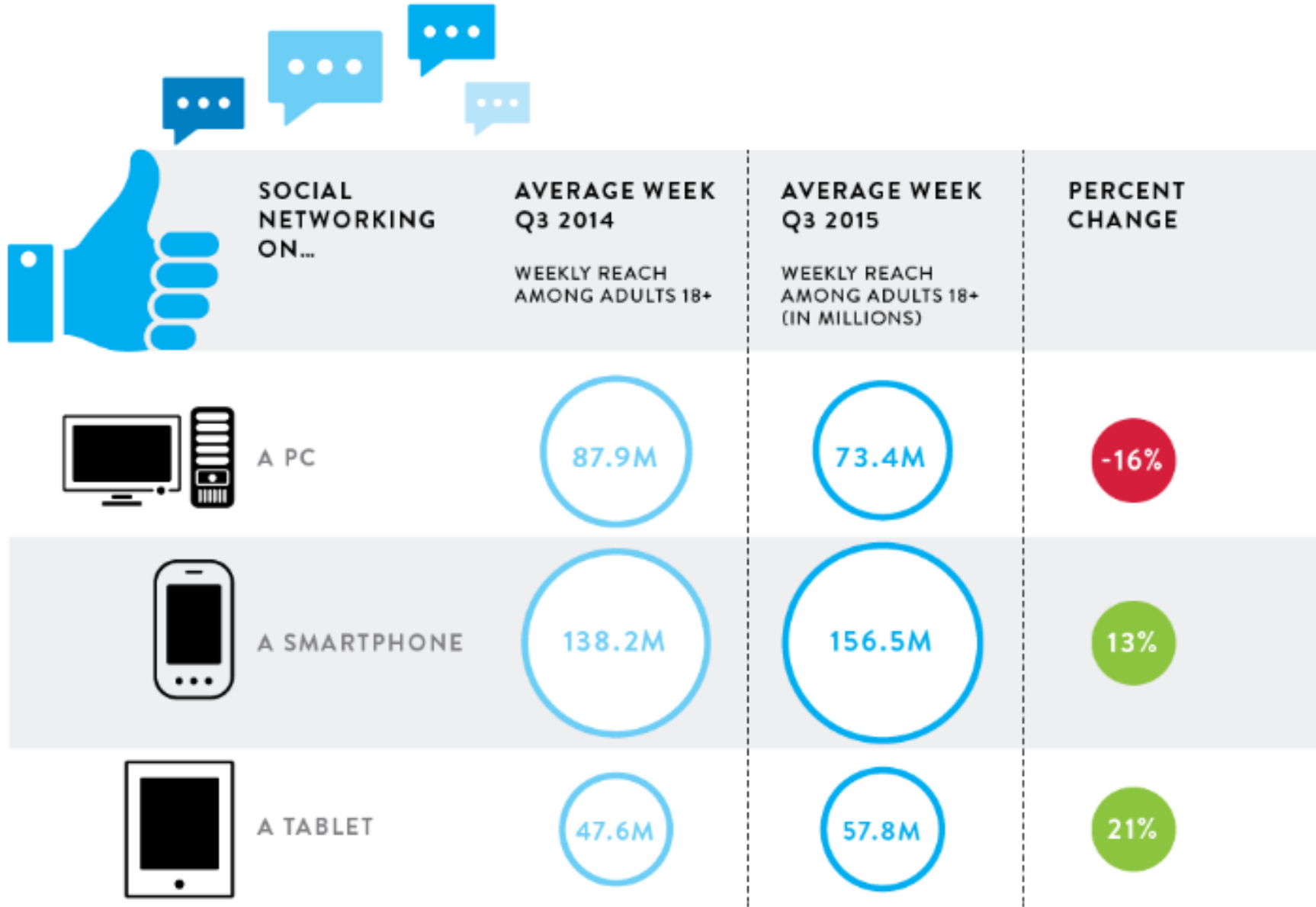
Mainstream Media is Shrinking



2017 Trends



The Rise of Digital and Social Media



Source: Nielsen

2017 *This Is What Happens In An Internet Minute*





**Authentic, transparent,
responsive, visible, consistent
and distinctive**



Trust



The Rise of Online Influencers



Big Data and Artificial Intelligence

Helping us better understand our customers



Integration of the Communication Industry



Thank You