



Communication in the Metaverse

The future is already here – it's just not evenly distributed yet!



Welcome!

"The fast pace of technological innovation is profoundly changing our world and opening up new opportunities for how we can deliver world-leading public communications."

This rapid evolution within communication calls on us to adopt a culture of continuous improvement, embrace innovation and experimentation and learn from best practice." **Simon Baugh, Chief Executive, UK Government Communication Service**



Summary

- This two-day masterclass takes a deep dive into how technology is disrupting government communications and examines how it unlocks the potential to achieve greater success.
- It looks at how technology can save time and achieve better results by making more effective use of people and budgets.
- Led by internationally recognised PR Futurist Stuart Bruce the masterclass will explore everything from artificial intelligence, data and analytics to augmented reality and the Metaverse. Stuart will cut through the hype to show you how communications is changing and the technologies and professional practices you need to know to deliver successful government communications.



Masterclass content

- Evolution of technology and emerging technologies
- Gartner Hype Cycle for Emerging Technologies
- The global CommTech landscape – what technology are the most successful communications professionals using?
- Artificial Intelligence (AI) and Machine Learning (ML) in communications
- Impact of AI on communication skills – What roles might disappear? What skills do you need to be in demand?
- AI and ML tools including:
 - Analytics, listening, monitoring, sentiment
 - Writing, images, video creation, and editing
 - Media and content planning
 - Risks and issues identification, analysis, and prediction
 - Media and influencer relations
 - Content distribution
- AI ethics – how do you do it right and make sure your organisation does it right?
- How can communications professionals make the most effective use of data and analytics
- Blockchain is far more than cryptocurrencies. What do communications professionals need to know and how can they make use of it?



Masterclass content

- Fake news, misinformation, disinformation, and deep fakes – How to spot it. How to combat it.
- What are digital humans and how can you use them?
- The Internet of Things.
- Practical ideas and tools for augmented reality, virtual reality, and mixed reality in government communications.
- What is the Metaverse? What's the difference between social public metaverses and the metaverse in the enterprise and government?
- Communities – are communities the future of social media?
- Everyone's talking about NFTs. Should you?
- Voice and social audio is big and getting bigger. What's the role for government communications?
- What's next – what is emerging in November 2022, which might be big in 2023?



What should you expect?

The masterclass will be an innovative two days of practical explanations and demonstrations, backed up by case studies and examples, interspaced with team exercises.

You will leave with an understanding of how professional communications is changing and how these changes impact government communications. It will equip you with ideas to innovate and improve to make your communications more effective to benefit your employer and enhance your career.



Stuart Bruce, PR Futurist

Stuart is internationally recognised as a PR Futurist – a thinker and doer in modernised public relations and communications. He is a chartered public relations practitioner with extensive experience in public relations, corporate communications and public affairs. Stuart was one of the first UK-based public relations professionals to focus on using digital and social media for corporate communications and public affairs.

He is the founder of Stuart Bruce Associates – a specialist reputation management and crisis communications consultancy; and the co-founder of Purposeful Relations – digital transformation, measurement and communities. Stuart is an early adopter and in 2003 started one of the world's first PR blogs, stuartbruce.biz, which he still publishes today.

Based in the UK Stuart has worked on the ground in more than 30 countries to advise and train PR professionals from more than 400 companies in more than 50 countries in Europe, Middle East, Africa, USA and Asia Pacific. He regularly gives keynote speeches at conferences all around the world.


Stuart's consultancy and training client experience includes Google, Rolls-Royce, PA Consulting, Siemens, Skanska as well as numerous governments and governmental organisations including various EU agencies, the European Parliament, the UK Cabinet Office, the Ukrainian Prime Minister's Office and cabinet minister's offices, as well as senior politicians and many more.

Stuart is a media commentator on public relations and communications issues including on France 24, BBC, Al Jazeera, PRWeek, Communicate, PProvoke, The Guardian and many more. He is an international keynote conference speaker including the Davos World Communication Forum, the Global Crisis Communications Summit of the International Air Transport Association (IATA) and the European Lotteries Association.

He is a visiting lecturer at Rotterdam School of Management, Leeds Beckett University, Hull Business School and PR Academy. Stuart is an accredited trainer for the CIPR and the Institute of Internal Communications.

Stuart is the only fellow of both the Chartered Institute of Public Relations and the International Association for the Measurement and Evaluation of Communications (AMEC). He was a board director of the CIPR from 2017-2019 and is an elected board member of the World Communication Forum Association in Davos.

**Hopefully, we will
see you in one of the
realities soon**

 +971 04 547 5855

 +971 50 583 9330

 www.tpra.me