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PR & Comms Boat Ride, Expedition #2

On June 21st pr.co organized the second expedition of a boat ride in Amsterdam for PR and communications professionals.

The [first PR & Comms Boat Ride expedition](#) was during The Next Web Conference, which was held on this old boat, which used to be a ferry, we like to think it still had a bar back then too. It was so '*gezellig*' that people asked if we would do another.

So we thought, why the hell not? Thus on June 21st we had our second boat ride where Carmen Guillen, Editor in Chief of Unfold magazine shared the following:

One of the nicest chats I had on the last boat ride was with a man from Edelman. The conversation naturally progressed towards trust, as Edelman famously publish an annual ‘trust barometer’ report. In fact, this year’s report has just been released this week at Cannes and has shown that the ‘trust gap’ we see between organisations and our audience has gotten dramatically wider since last year, and people remain quite pessimistic. Interestingly the most trusted entity was listed as ‘my employer’ because the relationships that are closest to us feel more controllable. And so, rather fittingly, Edelman have written a piece for the next issue about why trust and purpose in company culture is so integral to trust. Employees now evaluating the soul of their company. Because, ultimately, it’s the employees who are a brand’s moral compass.

— Carmen Guillen, Editor in Chief

Read Olivia's contribution to Unfold below:



Olivia Thomas - Edelman: "Do the right thing. Sincerely, your employees."

Community support

The idea behind the boat trip's and Unfold Magazine is to provide support for each other in the PR and communications industry. Working out how to stay courageous and curious with our ideas, how can we design the right questions based on our similar experiences. Because our community is our superpower, together we problem solve and spark ideas and generally have fun.

Adam Stones contribution

One of the Unfold contributors from last issue was Adam Stones, who wrote a fantastic piece on brand activism and purpose, but wasn't able to attend the first boat trip as he was talking at TEDx.

Purpose-led brands will be the only survivors in this new era of consciousness. And those that use this to create meaningful action will be the ones that not only establish themselves as ready for the future but will help make that future better too. Understanding how to lead this will be an increasingly essential skill in your toolbox, so why not start now.

— Adam Stones, Founder A'dam Communications

Adam shared for a brief ten minutes about his passion for purpose-based action. Read more on this in his article on Unfold, linked below.



Adam Stones: "Brand activism: How marketers can create purposeful action to ensure long-term success"

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