

## PORTRAITS IN PR

Agency heads share what's changed in PR over the last year, what inspires them, tools of the trade and what the future holds

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**What is the biggest challenge the PR industry faces in 2015?**

The biggest challenge is the lack of understanding about PR agencies' capabilities and the breadth of what an agency is able to do. Everyone needs to have a clear identity and decide how they are going to deliver results to their clients. Another challenge (and an opportunity!) for agencies is ensuring a full integration of all their programs, including influencer engagement, social media, media relations, digital programs, etc.



**Where and how do you find job-related inspiration?**

I don't believe in work-life balance, but I do believe in work-life integration, and as such, I find job-related inspiration everywhere. My work is an inherent part of my lifestyle. The source of my inspiration is in my surroundings — in people, projects, music, fashion, art and travel.

**Your favourite work-related book?**

The best work-related books for me are newspapers and magazines. I love reading both Canadian and U.S. dailies. I also read *The Hollywood Reporter*, *Forbes*, *Variety*, *Inc.* and of course, *Marketing* magazine and *Ad Age* — these are all great industry resources for me.

**What advice would you offer a graduate looking for a job in PR in 2015?**

I think everyone who is looking for a job in the industry should always have a positive attitude and a strong work ethic. I also think that volunteering and interning is key for landing a dream job — this gives candidates real skills and hands-on experience. Another piece of advice: try to understand if PR is your cup of tea before jumping into it — learn as much as possible about the job and the industry.

**What's your top prediction for PR in 2015?**

-The new buzzword of the year will be "deliberate," as every single thing we do in PR must be deliberated and strategically planned

-Image-centric content will continue to lead the way

-Influencers, including social media personalities, will continue to be the new celebrity spokespeople

-Integrated experiential programs will be king