

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

REBECCA HARRIS | DECEMBER 09, 2014

NATASHA KOIFMAN, PRESIDENT, NKPR

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