

Magazine Media 2.0

» Future Trends in B2B-Communication «

Hannover, March 15 2007

The Future: First, let's take a look at what we are experiencing at the CeBIT right now

...is now a mass of forums, panels, events...

What used to be a fair...



...accompanied by
Keynotes



...oh, and yes, there is an exhibition as well.

The Future: Why is all this happening?

It seems that we need to . . .

- > **specialize**
- > do things **parallel** and not one after the other
- > **exchange** with others in order to profit from their experience
- > **adapt our communication processes** in order to cope with our environment

The Future: Facts and consequences

Facts

- > There is more and more and more **information**
- > There are more and more and more information **sources**
- > There is **NOT** more time

Consequences

- > Managers and businesses **need coping strategies** to survive
- > Managers and businesses **need support** from information – or better yet, intelligence – professionals **to do their job**
- > Businesses **need support** to keep or gain share of voice to keep **selling their products**

Let's take a closer look at coping strategies: How people are coping on a personal level

Trends on the personal level

> **Satisficing: “I need the relevant bits and pieces, not the whole bundle!”**

- Customers want the bit of information which is relevant in that moment for that specific task
- Advertisers want to generate leads and to address small, well-targeted interest groups

Case Studies

Look at:

www.forbes.com

www.techtarget.com

> **Prosuming: “I need input, I need feedback!”**

- Regaining a bit of control with the help of a social network
- Actively developing solutions for one self and for others

Look at:

www.linux-community.de

www.off-the-record.de

Let's take a closer look at coping strategies: How people are coping on a social level

Trends on the social level

> **Relevancing: "Let's combine our know how!"**

- Social networks activate collective intelligence by rating, tagging, commenting, track backing . . .
 - Search engines based on linguistic and context sensitive approaches follow more or less the same principle
 - It's all about selecting, setting priorities, and sharing experience
-

> **Networking: "Let's exchange!"**

- People need to exchange on a personal and a professional level
 - To exchange ideas, knowledge, contacts, leads - whatever
-

Case Studies

Look at:

www.benchpark.com

www.ikarma.de

www.scirus.com

Look at:

www.xing.com

www.fachinformatiker.de

Let's take a closer look at coping strategies: How businesses are coping on an organizational level

Trends on the organizational level

- > **Integrating: “We need to enhance efficiency by putting information at the fingertips of our staff!”**
 - Companies want to integrate information delivery into their workflow
 - Companies as advertisers and service providers want to integrate their information into others companies workflows
-

> **Learning: “We need to make sure our staff is fit for future tasks!”**

- Companies want to train their staff efficiently
 - Companies want to train their staff according to industry needs
-

Case Studies

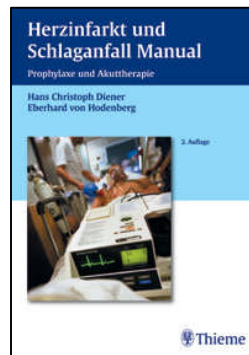
Look at:

www.steuer-office.de

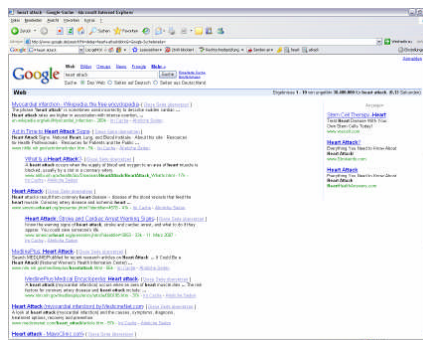
www.thieme.de -> pda-Solutions

Communication, information, and work behavior is changing!

Yesterday, today, and yes, also tomorrow



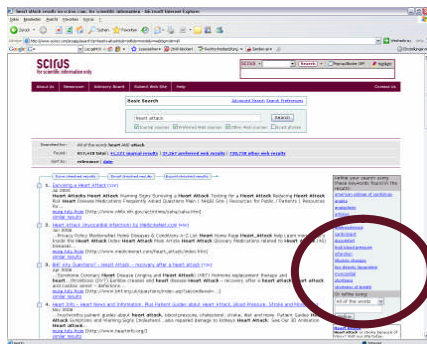
> „Heart attack Manual” by Thieme: 160 pages



> „Heart attack“ on Google: > 38 million results

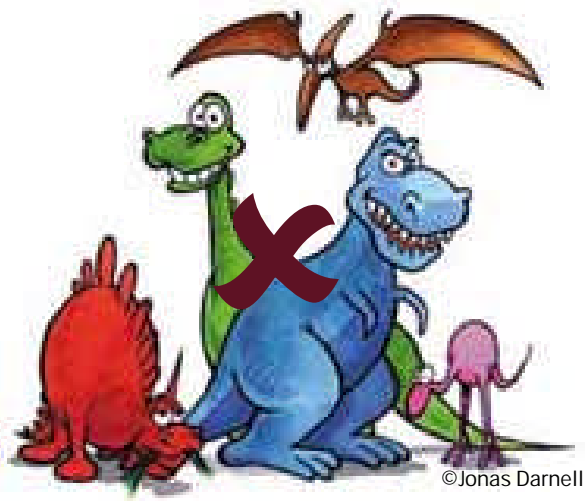
Communication, information, and work behavior is changing!

Today and tomorrow



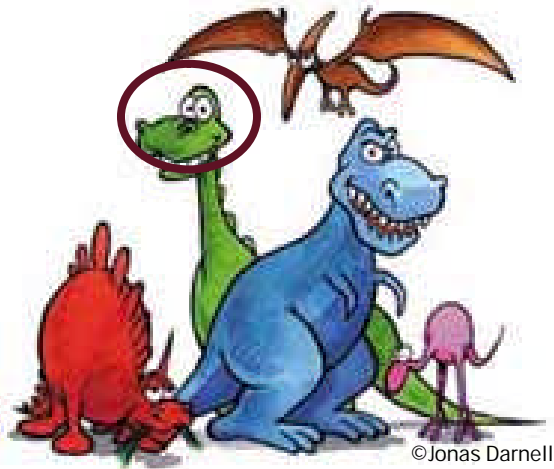
- > „Heart attack“ on www.scirus.com: > 800.000 results plus further important key words
- > i.e. “low-density lipoprotein” which generates > 12.000 results plus further important key words
- > i.e. “treatment of high blood cholesterol” which generates 949 results
-
- > Plus rated articles
- > Plus personal opinion leaders
- > Plus expert messaging
- > All on handheld device

Some ideas on how to handle the situation: How not to be a dinosaur!



- > They were not ready to handle rapidly changing environmental conditions!
- > Here´s a look at how your publishing house can cope with the future . . .

Some ideas on how to handle the situation: How not to be a dinosaur!



Sharpen your focus: You might need a better view on . . .

- > your industries information needs
- > your industries communication needs
- > your industries workflows
- > your industries on- and off-the-job training needs
- > your advertising customers service needs

Some ideas on how to handle the situation: How not to be a dinosaur!



Train your brain: You might need more know how concerning . . .

- > technology – products must be simple to use, and what´s simple up front will most probably be very complex in the back end
- > product management
- > managing matrix-like organizations
- > search and knowledge management, i.e. contextual search methods, integration of corporate and web data etc.
- > marketing from the advertisers point of view – anybody truly firm in attention marketing?

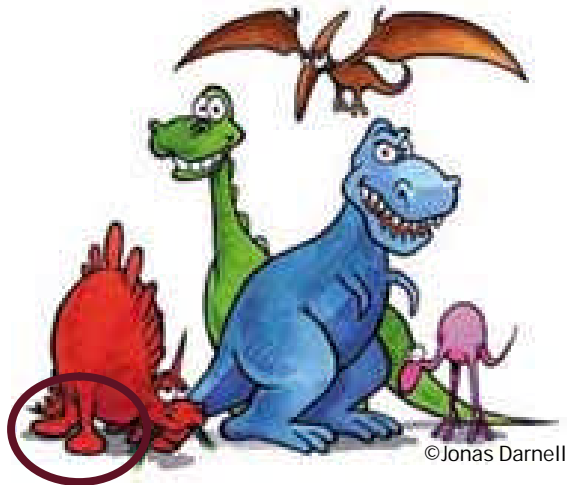
Some ideas on how to handle the situation: How not to be a dinosaur!



Extend your reach: You might want to consider . . .

- > reaching out to younger audiences (primarily students) in order to learn more about upcoming work and communication behavior
- > actively integrating your customers in editorial processes
- > actively integrating your authors in social networking activities
- > actively integrating advertisers in electronic products

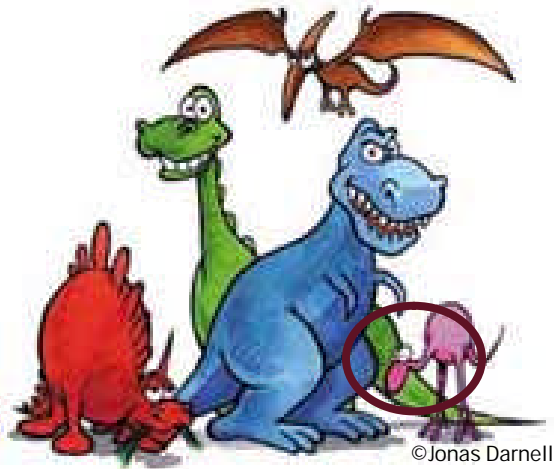
Some ideas on how to handle the situation: How not to be a dinosaur!



Move faster: Your organization will have to be able to . . .

- > cope with new competitors which operate with new business models
- > make sure your brand survives the struggle for best relevance-creator and highest image impact for authors
- > identify business opportunities quickly
- > implement ever new features across electronic product lines
- > communicate more across traditional, print-focused product lines

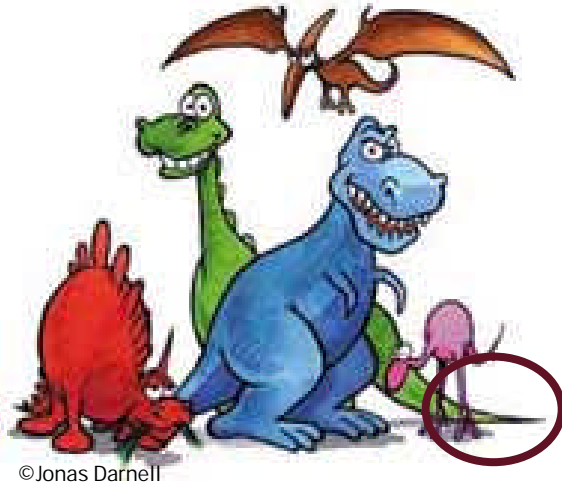
Some ideas on how to handle the situation: How not to be a dinosaur!



Support evolution: You also might want to consider . . .

- > implementing continuous Research & Development processes with a focus on customer and advertiser solutions
- > developing a trial and error culture
- > keeping costs in check by implementing groundwork technology which serves as a basis for products across industries

Some ideas on how to handle the situation: How not to be a dinosaur!



Make use of your long tail: You will want to make use of your assets . . .

- > a multitude of business models, each gaining less than traditional earnings, will be necessary
- > publishers are generating growing earnings with their back list
- > specialized information will find an audience, advertisers will pay good money for leads

➤ Publishers will have to change to perform.

Thank you for your attention!

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