

# PR on Future-Issues

## Background

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Communicating future issues is very much like a tightrope walk. On the one hand the future is associated with positive images – standing for desires and dreams, visions and innovations. On the other hand the future may also import dangers and uncertainties. Fears concerning the future are frequently irrational and lead to the denial of possible changes. People having problems in the here and now may be afraid to develop outlooks on the future.

In order to communicate the luminance of the future, chances and potentials need to be highlighted. Products and services have to appear as “future-proof”, they have to be “future tested” in order to give assurance and to persist on the long term in today’s fast moving and dynamic markets. PR on future-issues is the management of business relations with long-term effects. Rather than taking the status quo as a focal point, PR on future-issues asks for the “quo vadis”.

## Aim

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- Competence development through information on future activities (I am first)
- Increased acceptance, understanding and trust in future activities (dialogue groups)
- Innovative actions create a young image
- Minimisation of possible damage by informing dialogue groups early enough

## Realisation

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Das fernlicht sets all the activities you wish to communicate into the context of the future (events, new products, research projects, cooperations, etc.).

Dialogue groups are informed about all in-house measures relevant for the future (press conferences, press releases).

## Costs

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Costs depend on design, topic and extent of the task.