



Future-Proofing Communication

MACE Conference: UWC



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15/11/2023



Creating Context

Talking Points

1. The Future Trends

2. The
Communication
Trends

3. The Element

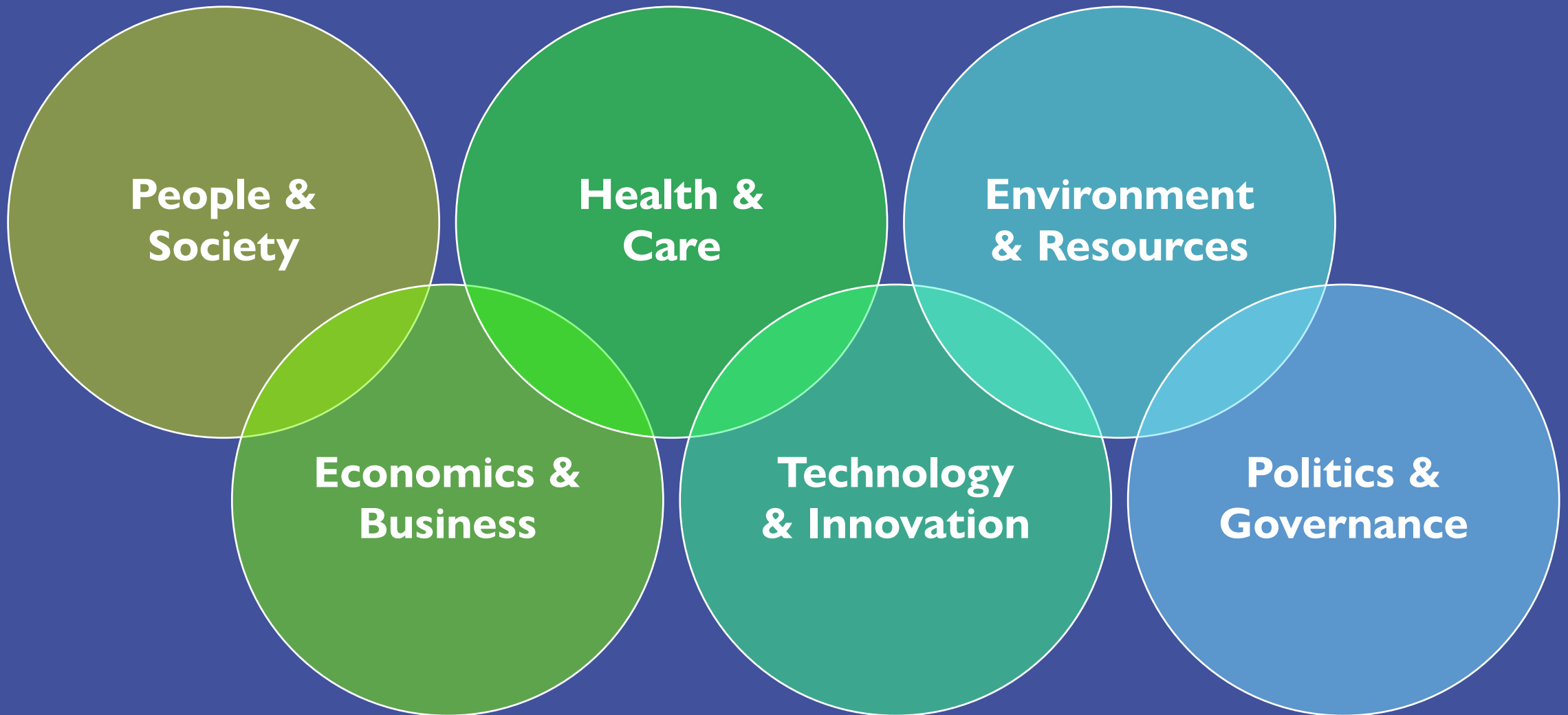
4. The Way Forward





What will life be like in
2050?

6 Megatrends





65%
of the world
will stay in
urban areas

Interesting



**9.7 billion
people
(2050)**

**Data is the new
oil!**



**Africa: 19 years
old**

**33 + 14
megacities**



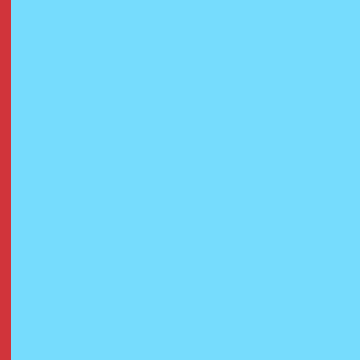
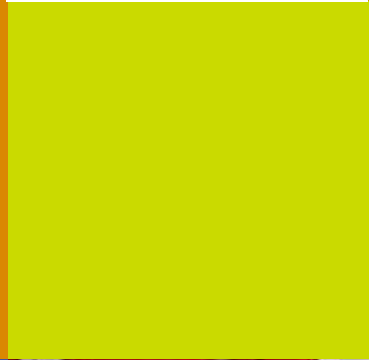
Baby-Boomers leave the labour market



**ChatGPT3.5 =
quickest uptake.
100 users in 2
months**



Global Human Freedom = Less Free



Africa's population is projected to **double** by 2050.



Africa



African Population
(Thousands)
2017: 1 256 268
2050: 2 527 557 (+49,7%)



Europe




European Population
(Thousands)
2017: 742 074
2050: 715 721 (-3,55%)



London | UK 
9.5 | 10.2

Tehran | Iran 
9.4 | 10.2

Ahmedabad | India 
8.5 | 10.2

Chengdu | China 
9.5 | 10.7

Seoul | S.Korea 
10.0* | 10.2

Nanjing | China 
9.4 | 11.0

Ho Chi Minh City | Vietnam 
9.0 | 11.0



Luanda, Angola,
is projected to be the
largest new megacity
with over **12M inhabitants.**

Luanda | Angola 
9.0 | 12.1



Hyderabad, India is the world's
newest megacity, reaching
10M inhabitants in 2020.

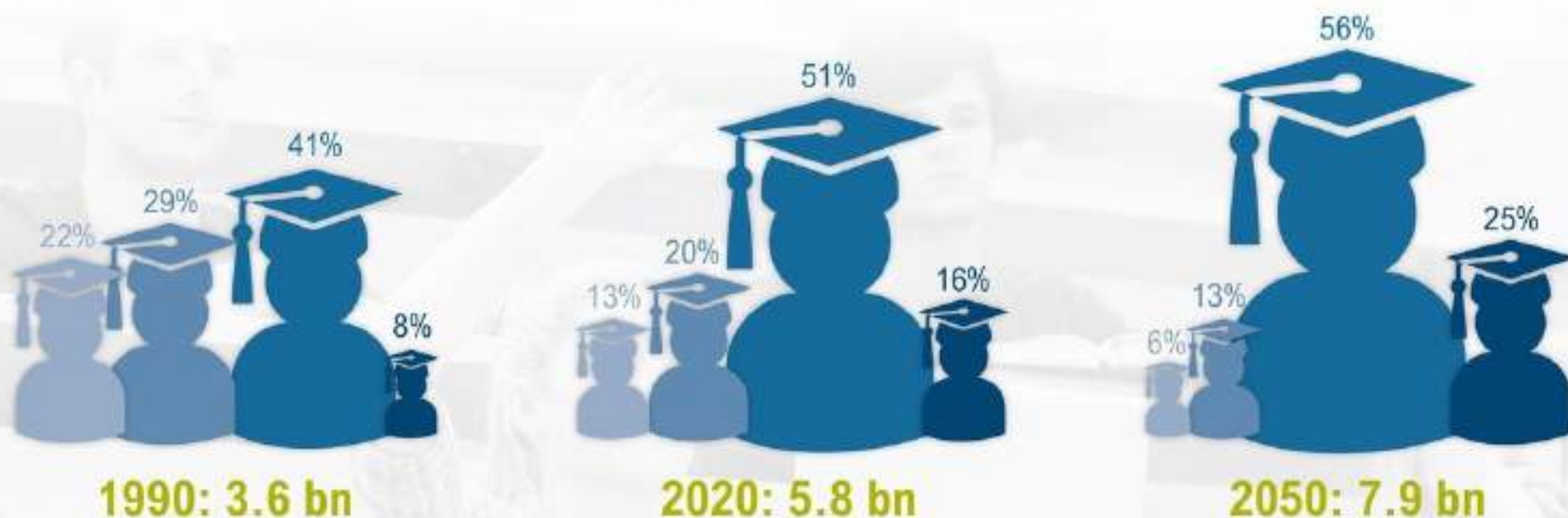
Dar es Salaam | Tanzania 
7.4 | 10.8



Dar es Salaam is expected
to grow the fastest at an
average annual rate of **6%.**

Educational attainment has come a long way – Staying in education longer is now the new global norm and still growing to 2050

Educational attainment of global adult population¹⁾ [share in %, total in bn]



- > Our world will be **inhabited by more and more educated people** as the share of people with no education decreases continuously
- > By 2050, **only five countries are predicted to have a share of non-educated people that is >20%**: Burkina Faso, Ethiopia, Guinea, Mali, and Niger
- > The changing level of educational attainment comes with **changing attitudes** towards education, **more public investments**, and **new methods**, such as the opportunity to study through online courses without the requirement of physical presence

No Education Primary Secondary Post Secondary

¹⁾ People >15 years

Sources: Wittgenstein Centre; Roland Berger

Global student mobility is set to rise to 7 million in 2030 with flows originating mostly from lower income countries – Growth is slowing

Top 10 inbound and outbound countries, total students and international recruitment targets, 2018

Number of inbound students, top 10 countries ['000]



Number of outbound students, top 10 countries ['000]



- > Today, over **5.5 million international students travel abroad** for education; by **2030** this is expected to reach at least **7 million students**
- > Major factors of mobility are **teaching quality** (including prestige), **capacity** (including visas), **teaching language** as well as personal means of funding foreign studies
- > Although **quality** of education remains highly important – with strong academic, internationally prestigious institutions in North America and Europe having historic appeal – **language** is another important factor, keeping English-speaking destination countries relevant; at the same time, English-language taught courses are increasingly offered in non-English-speaking countries, adding to the **global competitive mix**
- > In terms of **capacity** – and to counteract the clear pull of the American tertiary education market – most major countries have set themselves considerable **strategic targets for international student recruitment as part their overall national educational policies**
- > However, even pre-pandemic, the rate of **growth of outbound mobility** was predicted to **slow** from an annual average of 5.7% (2000-15) to **1.7% annual average growth to 2027**; this deceleration is mainly due to a sustained increase of **better-quality local provision of higher education** in previously lesser served markets such as in parts of Asia
- > Now, higher education experts predict that it could take **five years before global student mobility recovers** from the world recession expected to follow the pandemic
- > Meanwhile, higher education delivery has experienced a **decoupling** of institutional location and course content delivery, particularly since the advent of digital forms of remote learning such as MOOCs² – affirming the new role of **technology in global education**



And Communication?

Future Communication



Machine to Machine (M2M)

- In real-time
- Without human assistance
- Improve operational efficiency, enhance decision-making through real-time analytics, save on costs, and boost revenue for businesses



Human to Machine

- Interaction with devices (Smart devices, chatbots, virtual reality, wearable tracking, etc)
- It is about customer experience
- Understand the customers, their wants, and needs to service them more effectively - impact on customer churn and profitability



Human to Human

- Collaboration tool
- Across borders, on different networks, timezones
- Secure network access

Communication Trends

1

Consumer behaviors are shaping the future of communication. Short attention spans demand concise, visually appealing content. Authenticity and transparency are non-negotiable, as consumers seek genuine connections with brands. User-generated content and influencer partnerships are gaining prominence, blurring the lines between marketing and genuine dialogue. The future belongs to those who can tell compelling stories that resonate with authenticity.

2

The landscape of communication channels is evolving at warp speed. Social media remains a cornerstone, but voice search and smart speakers are ushering in voice-driven interactions. Chatbots powered by artificial intelligence are becoming integral in customer service, offering instant assistance. With the rise of private messaging platforms, personalized communication is taking center stage. Companies must master the art of tailoring messages to suit different channels while maintaining a consistent brand voice.

What is happening already?



The Individual



The Context



The Content



The Integration



So what now?



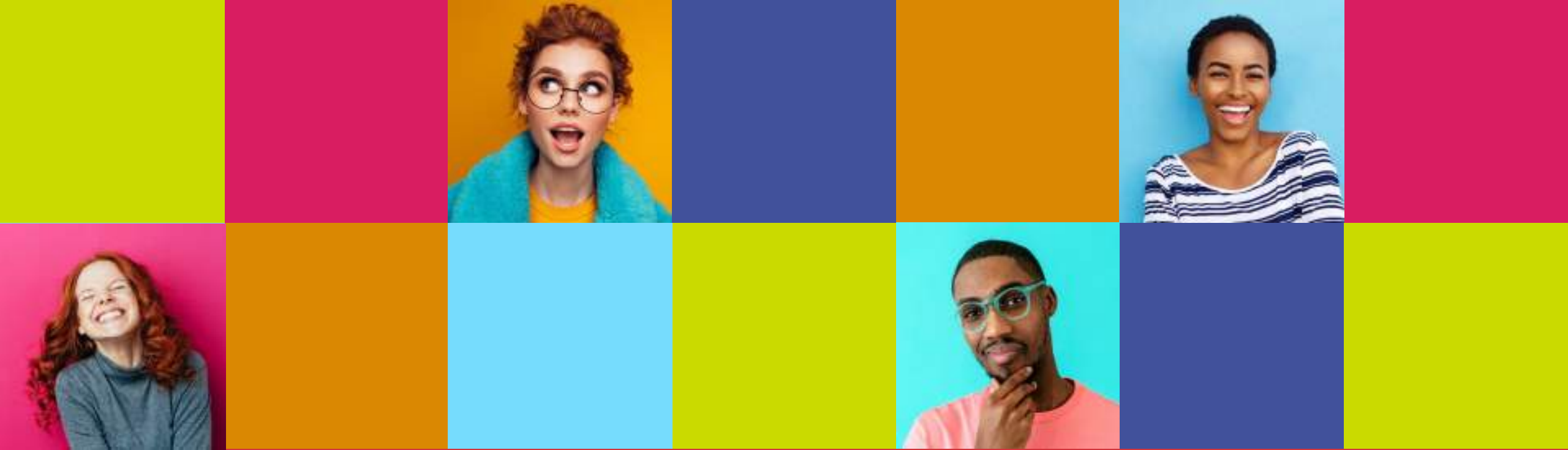
Your Strategy

1. Tear down the walls between the different communication disciplines.
2. Involve employees and other functions in a network approach.
3. Become a facilitator of stakeholder ecosystems and curate the content for platforms.
4. Find ways to make more and better use of Big Data and artificial intelligence.
5. Focus on individual stakeholders and their various roles.
6. Use real-time data to plan and manage stakeholder interactions.
7. Deploy algorithms and machine learning to automate analysis, production and interaction.
8. Use knowledge about stakeholder expectations to inform better management decisions.




Human-centric Skills

What are human-centric skills? Human-centric, or 'soft', skills are based on human qualities and knowledge that we gather often through shared social experiences and interactions with others. These are skills that machines can't learn.



The Element





As the world becomes more technologically advanced, embracing our humanity and learning to **connect human-to-human** emerges as the solution for personal and professional advancement.





—
Communication

= the heartbeat of
human connection

**Embrace
the
human**

**Facilitate
the
connection**

