

# 116: The future of public relations

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 11 December, show host Warren Harding was joined via telephone with Kevin Welman ([@kevin\\_welman](#)), Managing Director of FleishmanHillard ([@fleishmanZA](#)), South Africa's current large PR agency of the year.



Kevin has been with the agency for almost 20 years and is also the Chairman of the Public Relations Consultants Chapter, part of PRISA.

We spoke to Kevin about the past year and what has shaped the PR industry. We look at how digital, especially social media and SEO have affected PR and what PR agencies need to know. We touch on measurability and how PR value is looked at from Kevin's team. Lastly, we look at what to expect for 2015 PR trends, content, video and where South Africa is leading in terms of global PR best practices.

[Check out FleishmanHillard here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

## The news roundup:

- [Four fool proof tips for South Africa's sporting accounts](#)
- [Television giant TVSA partners with Dash of Lime](#)
- [eCommerce Africa adds industry experts to advisory panel](#)
- [SA's online content regulation: A legal minefield](#)
- Featured Job: [Producer](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).

## Podcast

If you missed the show, [download](#) (57.2MB) or [listen](#) to the podcast (31:17min).

**Episode 116: The future of Public Relations with Kevin Welman, MD of FleishmanHillard.**

**Date:** 11 December 2014 **Length:** 31:17min **File size:** 57.2MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

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