



PR WEEK

The last consultants standing: How to thrive when machines take over

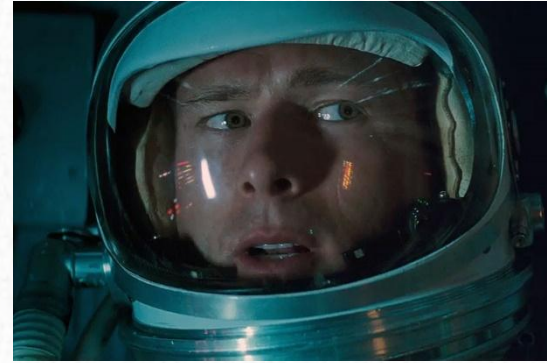
The end of average: why consultancy, not AI,
will save PR intelligence

Jennifer Sanchis

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ARE YOU KATHERINE JOHNSON?



OR SARAH CONNOR?



OR THIS SARAH CONNOR?



BIGGEST **AI TRENDS** IN OUR INDUSTRY

89%

More than 89% of links cited by AI are earned media

77%

Of Gen Z use ChatGPT instead of search

80%

OpenAI has almost 80% of all generative AI tool traffic. Adoption rates at a much higher rate than other technologies

PR & COMMS WILL BE ONE OF THE MOST IMPACTED INDUSTRIES

Top 40 most exposed jobs
Occupations with the most tasks AI could perform

Job	Overlap
Interpreters and translators	98%
Historians	91%
Mathematicians	91%
Proofreaders	91%
Automatic machine coders	90%
Writers and authors	85%
Statistical assistants	85%
Sales representatives	84%
Technical writers	83%
Journalists	81%
Passenger attendants	80%
Telephone operators	80%
Editors	78%
Farm and home management educators	77%
Political scientists	77%
Data scientists	77%
Geographers	77%
Announcers and radio DJs	74%
Brokerage clerks	74%
Web developers	73%

Source: Microsoft

Job	Overlap
Customer service representatives	72%
New accounts clerks	72%
Ticket agents and travel clerks	71%
Market research analysts	71%
Concierges	70%
Business teachers	70%
Personal financial advisors	69%
Economics teachers	68%
Management analysts	68%
Switchboard operators	68%
Telemarketers	66%
Advertising sales agents	66%
Archivists	66%
Public safety telecommunications	66%
Library science teachers	65%
Demonstrators and product promoters	64%
Models	64%
Public relations specialists	63%
Counter and rental Clerks	62%
Hosts and hostesses	60%



“HUMANS STILL NEEDED”?

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Humans needed, more than ever

An analysis of the use of AI in PR and
the impact on public relations work



WHAT IS THE “HUMAN TOUCH”?

Forbes

LEADERSHIP > CMO NETWORK

AI Beat Humans On Emotional Intelligence Tests. This Is Important.

By [Roger Dooley](#), Contributor. © Keynote speaker & author, marketing futurist,... [Follow Author](#)

Published Jun 26, 2025, 05:54pm EDT, Updated Jun 27, 2025, 10:13am EDT

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Multiple AI models scored better on tests of emotional intelligence than human subjects
GETTY

communications psychology

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Article | [Open access](#) | Published: 10 January 2025

Third-party evaluators perceive AI as more compassionate than expert humans

[Dariya Ovsyannikova](#), [Victoria Oldemburgo de Mello](#) & [Michael Inzlicht](#) [✉](#)

[Communications Psychology](#) **3**, Article number: 4 (2025) | [Cite this article](#)

52k Accesses | 31 Citations | 279 Altmetric | [Metrics](#)

Study finds AI-generated meme captions funnier than human ones on average

Mollick proclaims “the meme Turing Test has been passed,” but a new study offers a key caveat.

BENJ EDWARDS – 19 MAR 2025 22:12 | 89

IS THERE HUMAN VALUE LEFT?

AI • DELOITTE

Deloitte was caught using AI in \$290,000 report to help the Australian government crack down on welfare after a researcher flagged hallucinations

By Nino Paoli
News Fellow

October 7, 2025 at 9:10 PM UTC



Deloitte said it would invest \$3 billion in generative AI development through fiscal year 2030.
GETTY IMAGES

FORTUNE

AI Promises Productivity. It's Delivering 'Workslop.'

October 12, 2025 at 9:00 PM GMT+1



By Catherine Thorbecke

Catherine Thorbecke is a Bloomberg Opinion columnist covering Asia tech. Previously she was a tech reporter at CNN and ABC News.

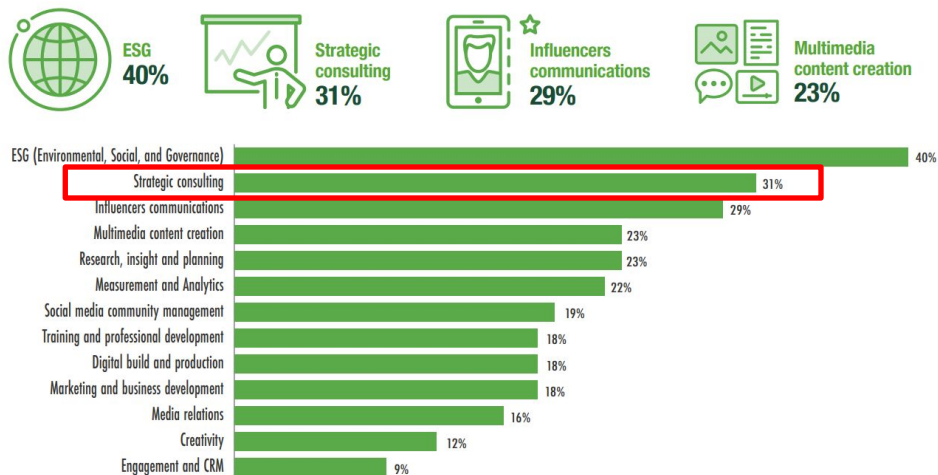


Bloomberg

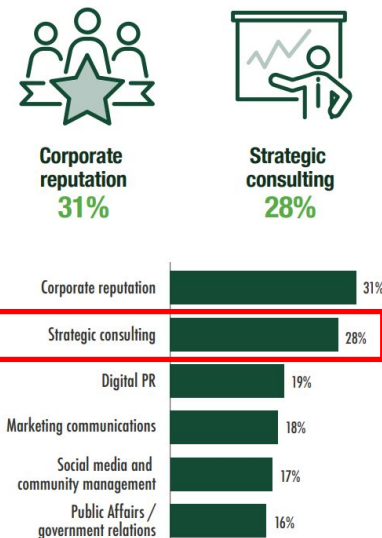
CONSULTANCY IS NEEDED

GROWTH AND OPPORTUNITY

Expected areas of investment



Areas of growth - last year

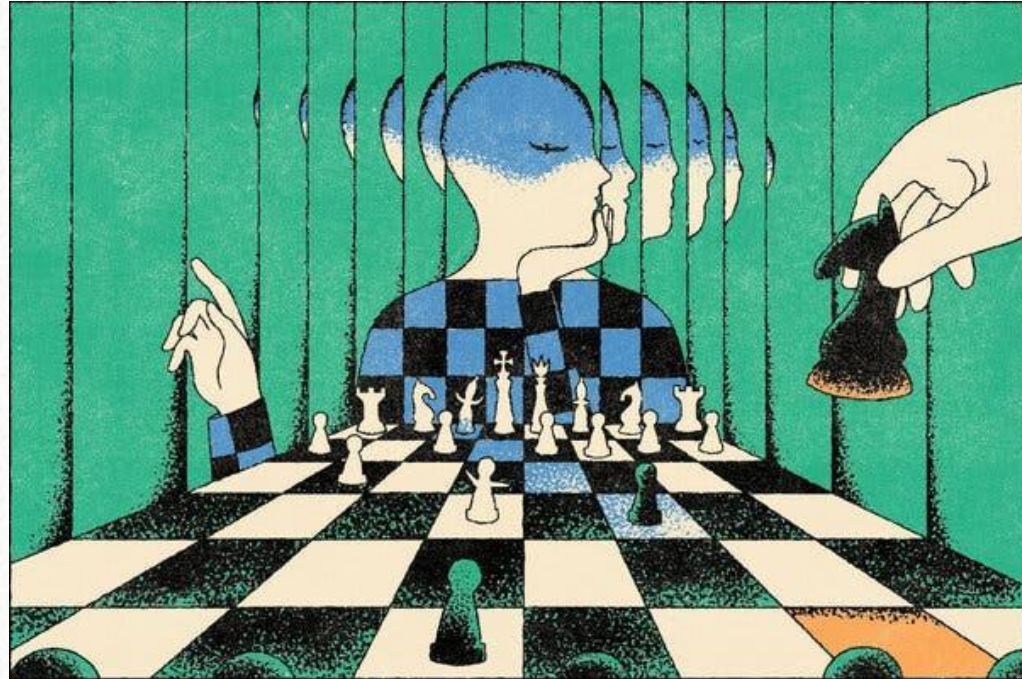


THE FUTURE OF PR INTELLIGENCE

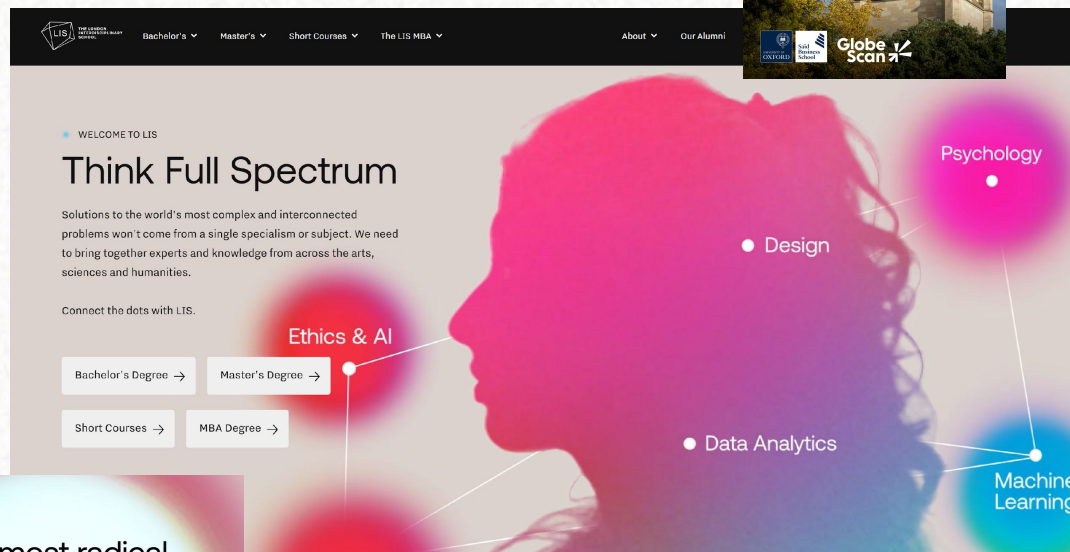


1

Strategic thinking



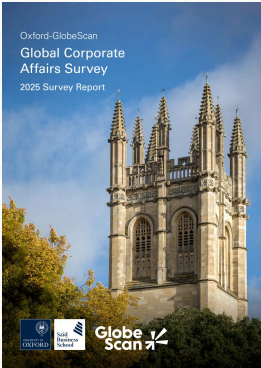
Interdisciplinarity



“The most radical
new university to
open in decades.”

THE ~~NEW~~ TIMES





Interdisciplinarity

Figure 1
Short-term risks to global business as identified by Corporate Affairs professionals
Open-ended, re-coded, total mentions, 2024–2025

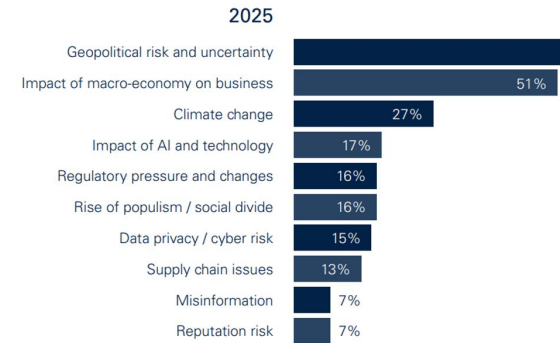
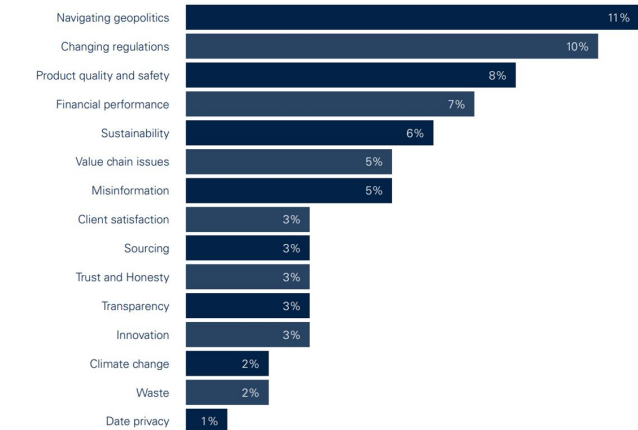


Figure 6.1
Top issues affecting your company's reputation
Open-ended, total mentions, 2025



Creativity

Co-Intelligence: Living and Working with AI

Book by Ethan Mollick



Preview : 23 pages

FLOOD WATCH

Over 50 Percent of the Internet Is Now AI Slop, New Data Finds

Humans aren't finished... yet.

By [Frank Landymore](#) / Published Oct 14, 2025 6:13 PM EDT

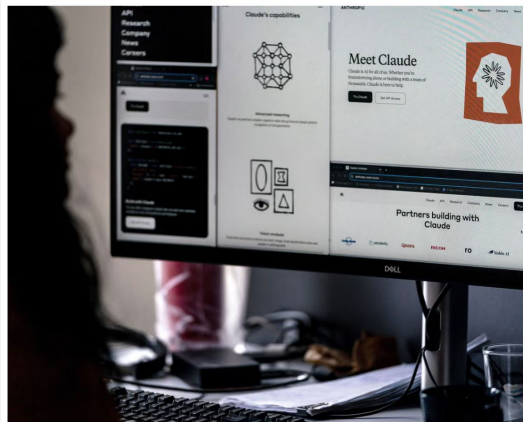


3

Creativity

Advanced AI suffers 'complete accuracy collapse' in face of complex problems, study finds

'Pretty devastating' Apple paper raises doubts about race to reach stage of AI at which it matches human intelligence



Anthropic's Claude 3.7 Sonnet-Thinking was one of the models tested alongside systems from OpenAI, Google and DeepSeek. Photograph: Canadian Press/REX/Shutterstock

Apple researchers have found "fundamental limitations" in cutting-edge artificial intelligence models, in a paper raising doubts about the technology industry's race to **develop ever more powerful systems**.

Article | [Open access](#) | Published: 24 July 2024

AI models collapse when trained on recursively generated data

[Ilya Shumailov](#), [Zakhar Shumaylov](#), [Yiren Zhao](#), [Nicolas Papernot](#), [Ross Anderson](#) & [Yarin Gal](#)

Nature 631, 755–759 (2024) | [Cite this article](#)

573k Accesses | 354 Citations | 3460 Altmetric | [Metrics](#)

An [Author Correction](#) to this article was published on 21 March 2025

This article has been [updated](#)

Abstract

Stable diffusion revolutionized image creation from descriptive text. GPT-2 (ref. ¹), GPT-3(⁵) (ref. ²) and GPT-4 (ref. ³) demonstrated high performance across a variety of language tasks. ChatGPT introduced such language models to the public. It is now clear that generative artificial intelligence (AI) such as large language models (LLMs) is here to stay and will substantially change the ecosystem of online text and images. Here we consider what may happen to GPT-4 once LLMs contribute much of the text found online. We find that indiscriminate use of model-generated content in training causes irreversible defects in the resulting models, in which tails of the original content distribution disappear. We refer to this

Personal branding

proof of humanity

=

tangible evidence your presence

+

creative outcomes that machines can't
replicate

4.

Relational intelligence

5.



Critical thinking & sensemaking

6

Prompt

*Describe
corporate
activism*



“A strategic way for brands to align with social causes”



“A controversial trend often criticised for virtue signalling”



“A reflection of evolving public expectations toward corporations”

Slovakia's Election Deepfakes Show AI Is a Danger to Democracy

Fact-checkers scrambled to deal with faked audio recordings released days before a tight election, in a warning for other countries with looming votes.

6

Critical thinking & sensemaking

Deepfake audio of Sir Keir Starmer released on first day of Labour conference



How AI shaped Milei's path to Argentina presidency



David Feilba
Published: November 21, 2023

Share

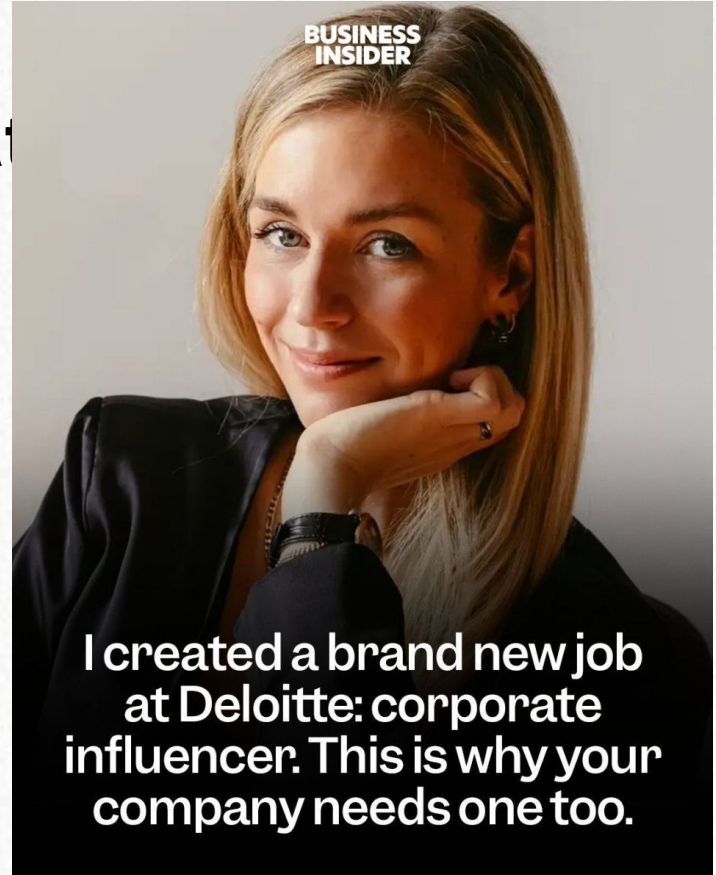


DeSantis Campaign Uses Apparently Fake Images to Attack Trump on Twitter

The images, which at first glance appear genuine and are interspersed with real photographs in a campaign video, purport to show Donald Trump hugging and kissing Dr. Anthony Fauci.

7

Tech translation



Start building your AI moat today

- Clarify our real edge
- Be brutally honest about what clients can and can't do in-house
- Double-down on genuine strategy
- Embrace AI



PR WEEK

Thank you for listening!

Any questions?

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