

# The PRPOI Survey Results!

Insights from PR's  
hottest upskilling  
platform

**PRPOI**  
PUBLIC RELATIONS PROFESSIONALS  
OF INDIA

[www.prpoi.in](http://www.prpoi.in)

# Content Curators

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## Survey Pool

Our survey pool was PR professionals from across the country, from entry to senior level. Participation came from our 9000 strong community, industry networks, and educational institutes as well.

# Result Snapshots

Measurement and metrics remain a critical area of concern for PR Professionals

Organic visibility is a priority

94% Respondents are keen to recommend the survey to their peers

Read on to get a pulse on our exhaustive survey on the PR Industry

## The Bright Side

PR IS DEFINITELY EVOLVING TO A NEW LEVEL!

A majority of respondents felt the PR industry fared 'Pretty Well' in 2020!

They also felt 2020 actually brought more opportunities for PR Professionals

However 25% also felt there is a constant need to curate content!

**#Upskilling has become a key PR  
requirement!**

Areas they wish to learn more about  
are:

Digital Outreach

Internal  
Communications

Content Curation

Measurement

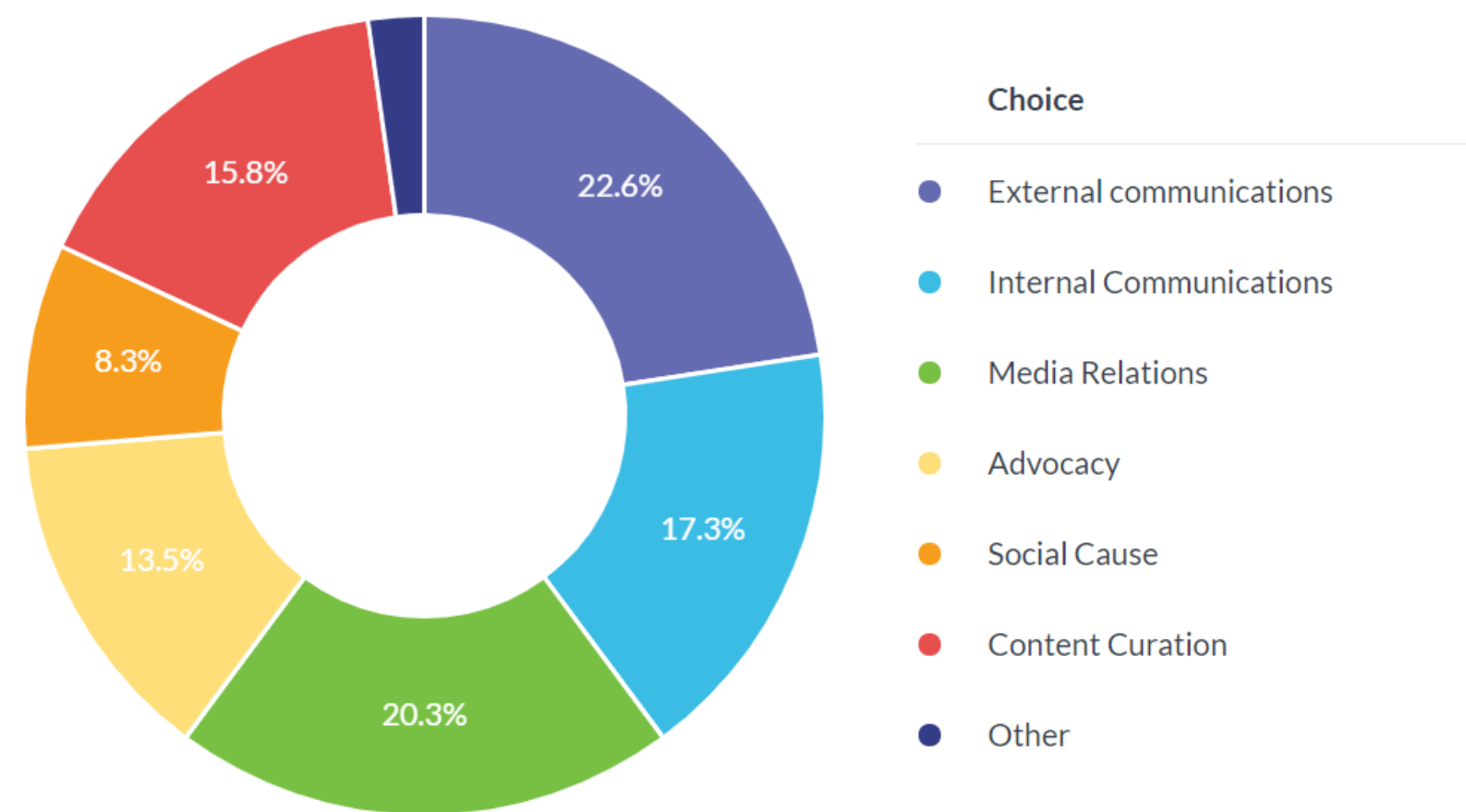
Technology Tools  
to increase  
outreach and  
efficiency

# What PR Professionals Are Actually Looking for!

Q11

As a communicator, what is your area of interest?

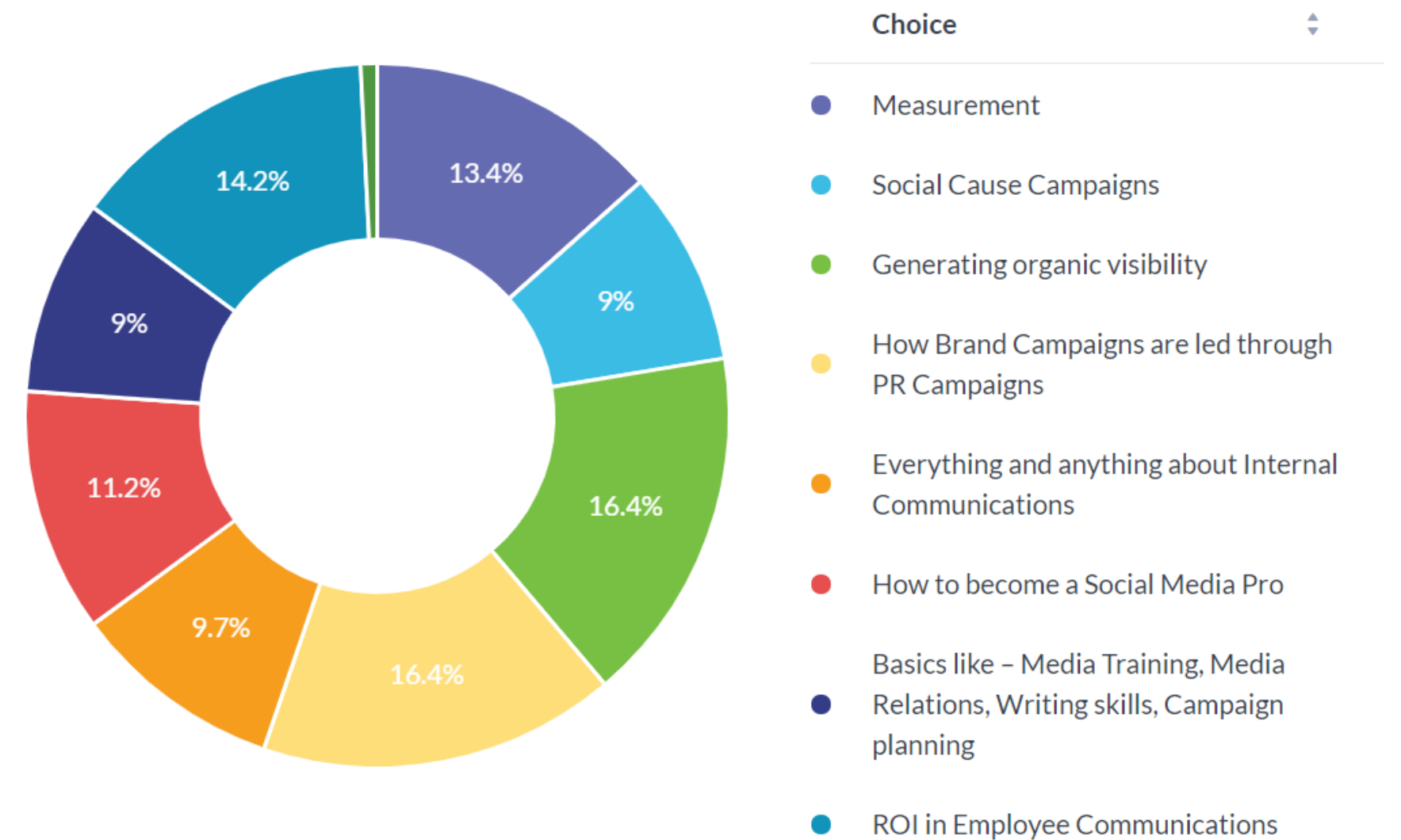
Multiple Choice



Q19

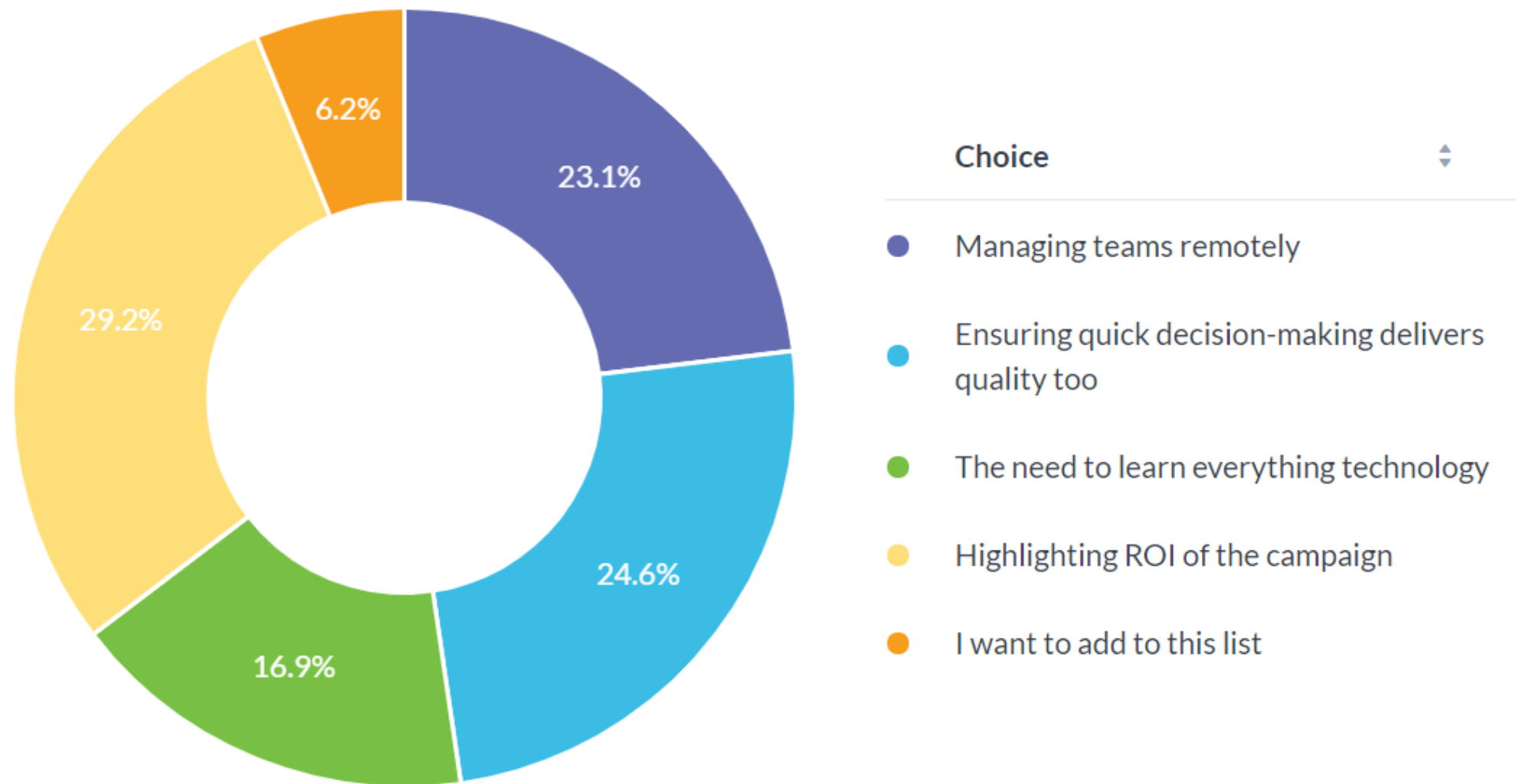
What kind of topics would you like to see or learn about, in 2021?

Multiple Choice



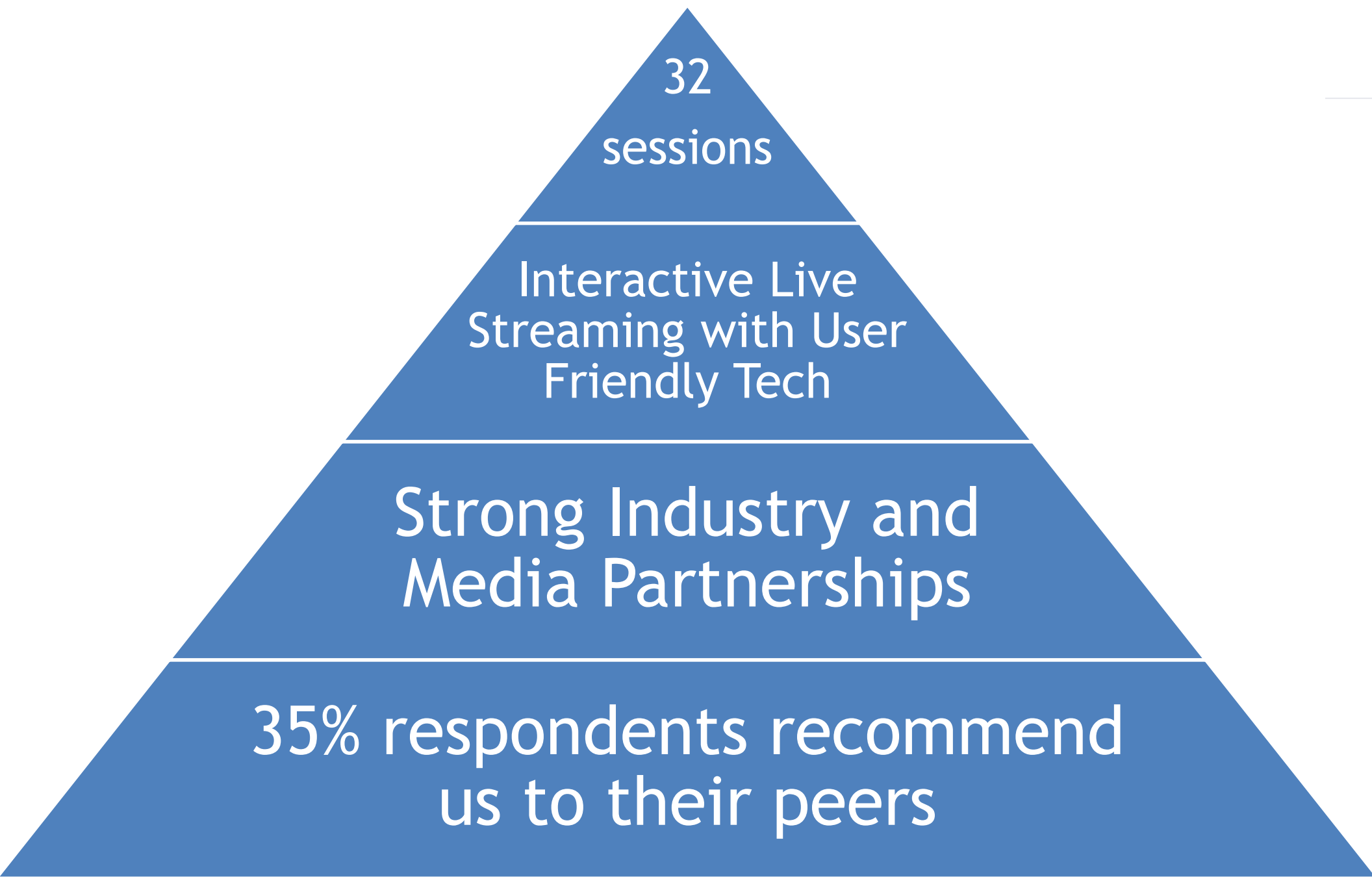
# Yet...there are challenges PR Professionals Face! Especially in 2021.

Q14 What have been the key challenges for communicators in 2020?  
Multiple Choice

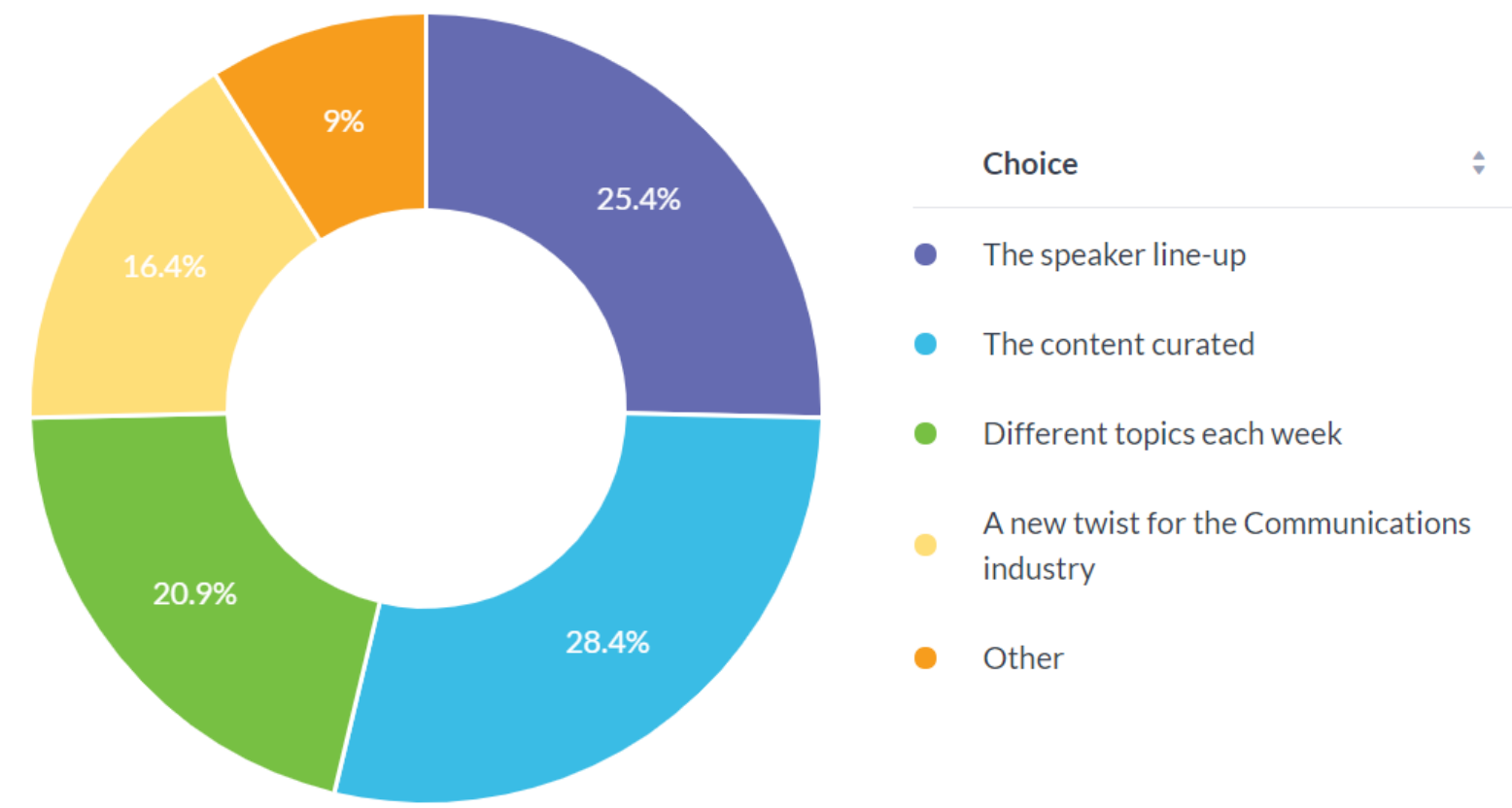




# Where PRPOI Comes In!



Q2 What makes PRPOI unique for you to follow?  
Multiple Choice

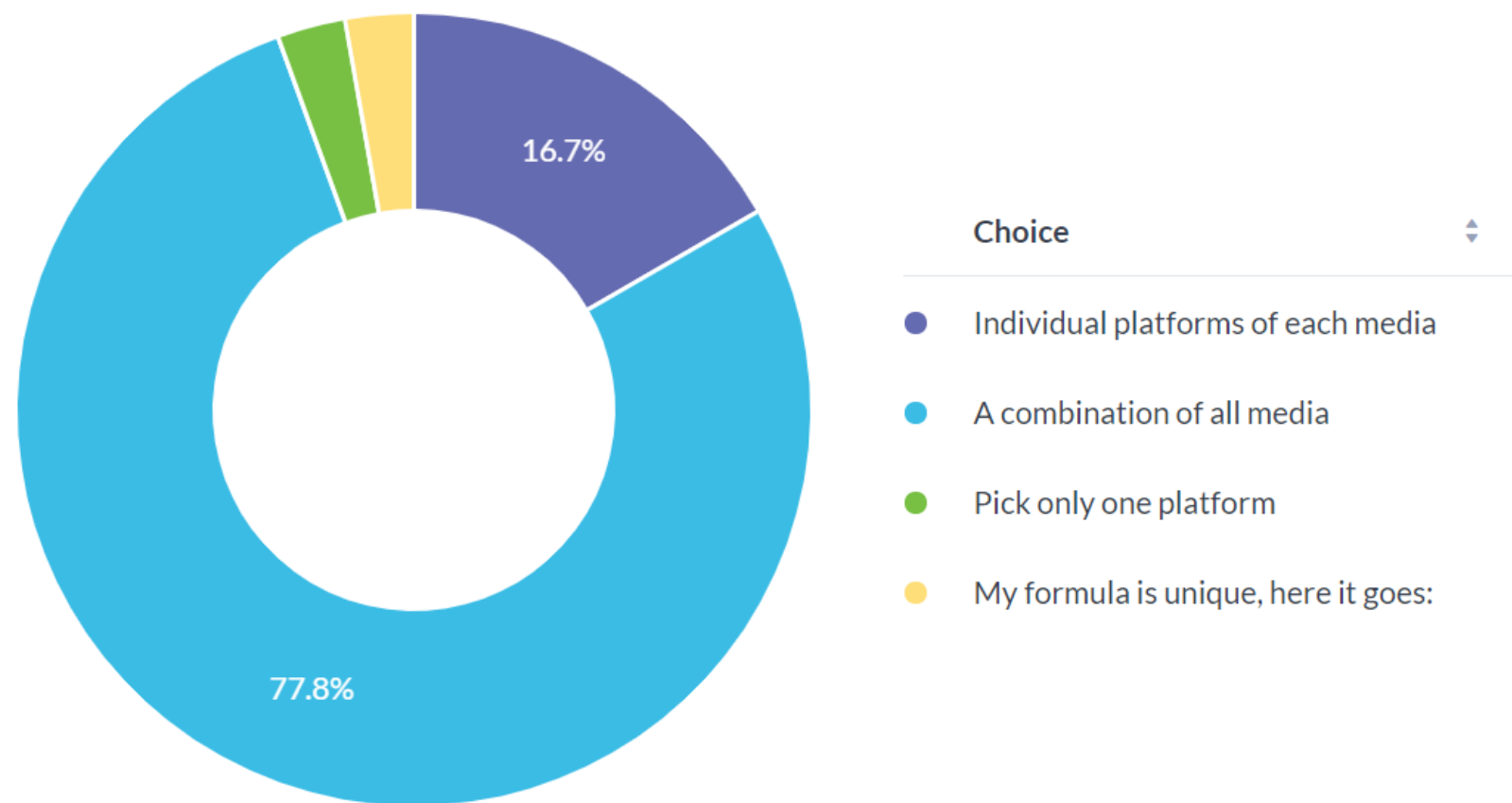


# Our survey taps into the beating pulse the PR Industry, giving us direction

Q22

How can we use the PESO (Paid-Earned-Shared-Owned) form of media better?

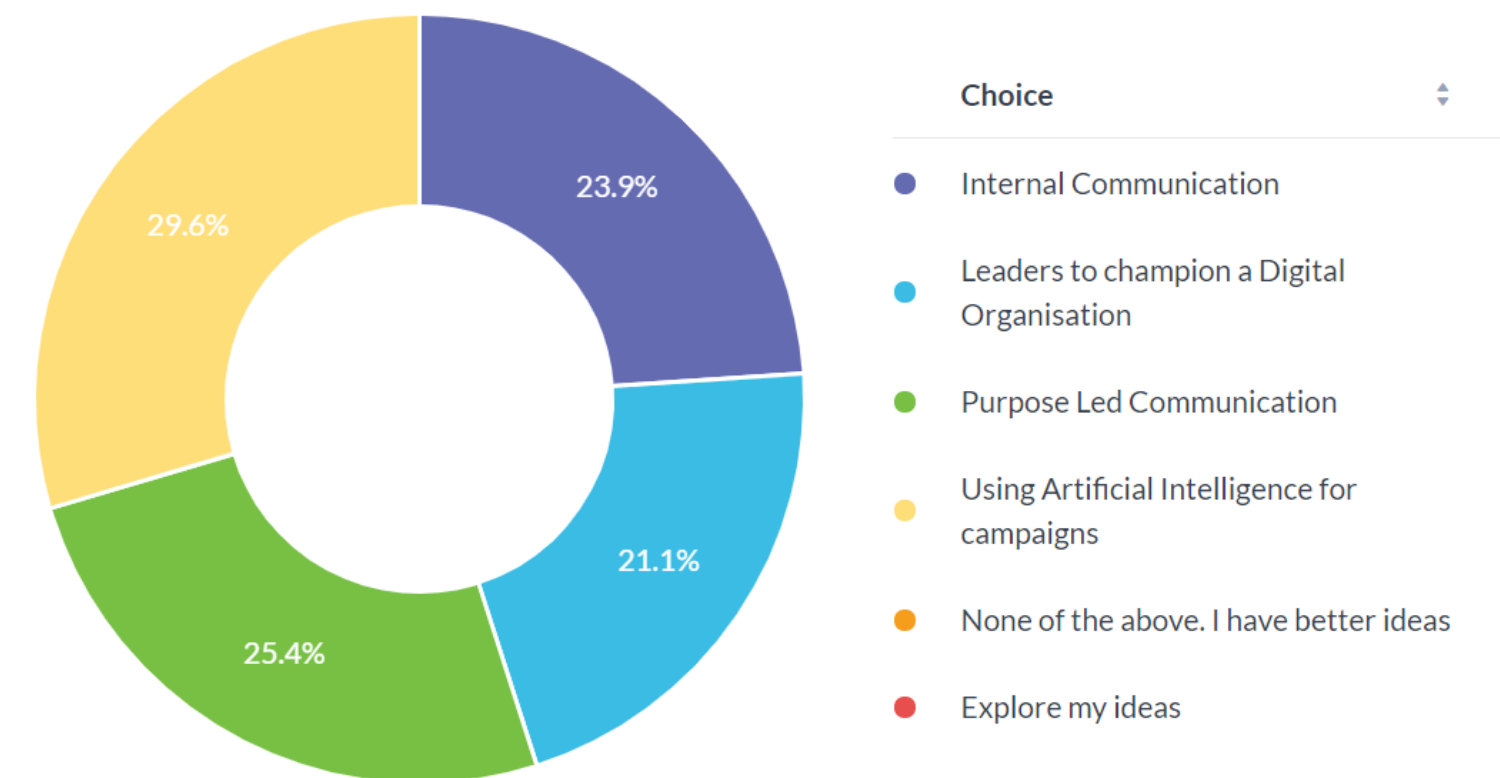
Multiple Choice



Q24

Any global trend in Communications that you feel should be discussed in-depth?

Multiple Choice



**Find out more on  
[www.prpoi.in](http://www.prpoi.in)**