

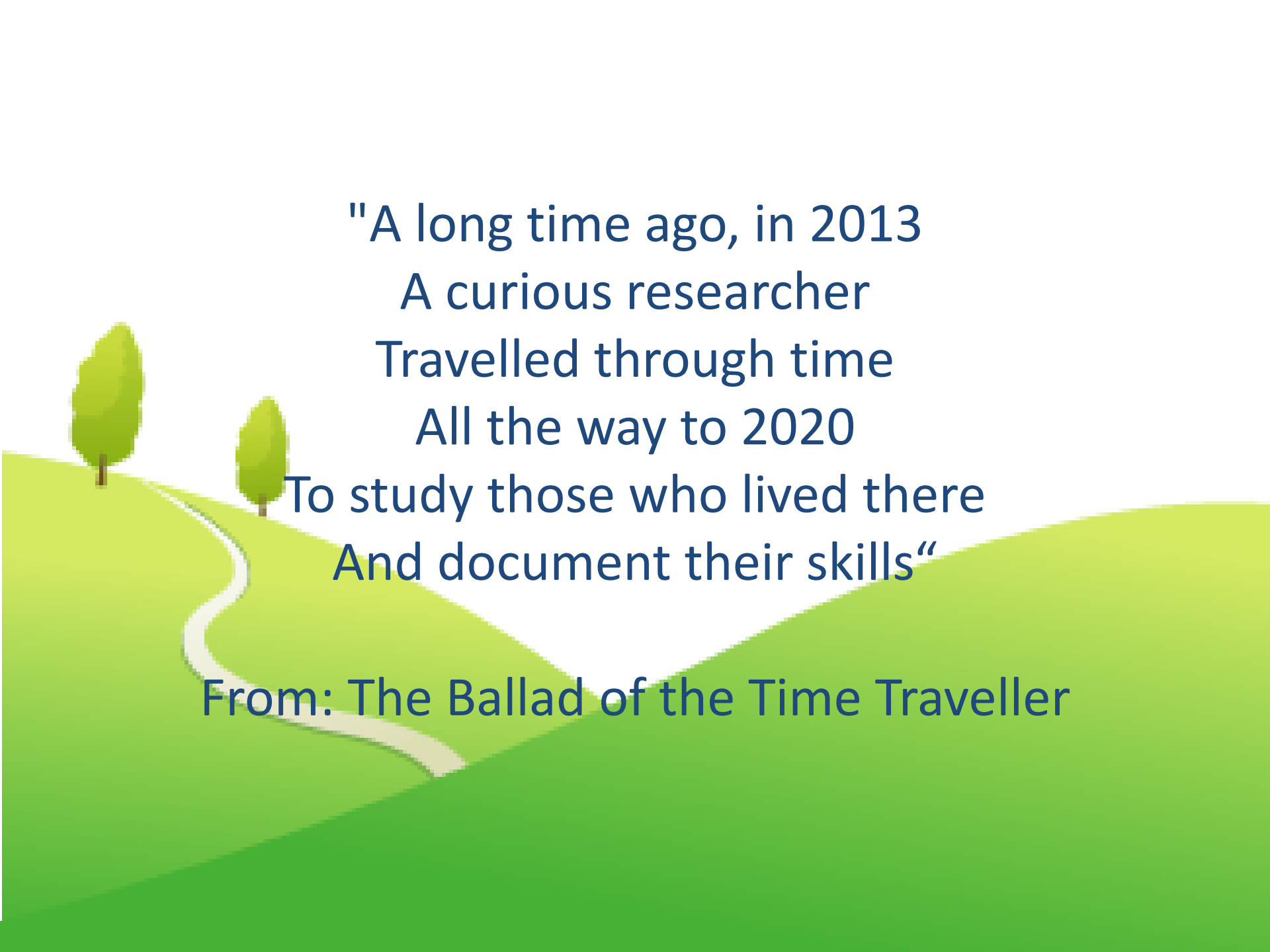
2020 Starts Tomorrow

-Future Skills Profiles in the Media Industry



Erik Stevens,
Chairman



A stylized landscape with green hills, a winding path, and two trees. The hills are rendered in shades of green, with a lighter green path winding through them. Two simple, rounded trees with green foliage and brown trunks stand on the left side of the path. The background is white.

"A long time ago, in 2013
A curious researcher
Travelled through time
All the way to 2020
To study those who lived there
And document their skills"

From: The Ballad of the Time Traveller

Meet the employees and companies of 2020

"It was a fun request, but also a difficult one, from 2013. What will the media and communication sector look like in 2020? What are the talents of the employees?"

In order to answer these questions about the future, I believe it is best for you to make your acquaintance with people from my network in 2020 and see for yourself what it is they are doing. They will be pleased to share their knowledge with you, as sharing is the new way of multiplying, isn't it?

Come and meet the contacts from my network! I will take you along to five characteristic companies: Sportmedia, Advertible, P-king, Design & Interact and Sociological. We will start with Sportmedia, a well-known magazine publisher in 2013 ...

2020 starts tomorrow

meet the employees of media and communications companies in 2020

A chill wind is blowing through the media and communication sector in 2013; bankruptcies and reorganizations of publishing companies and printing firms dominate the news. Consumers are not doing well economically either, although they are pampered with continuously expanding amounts of online content and provision of services. Unfortunately, the earnings from this are not very substantial for the sector yet, which is why every company is faced with the dilemma of how to invest and what to invest in.

At the same time, there is the fervour of the pioneers both inside and outside the sector. Everybody agrees that online continues to grow and offers great opportunities to tap into new target groups, increase public reach, enrich content and reduce costs. Investing in the future is more than money and good ideas alone.

If companies and educational institutes would look further than the current needs and start developing and educating people with fitting talents now ... However, what are these 2020-talents? Looking ahead, the ABO funds Grafimedia and the STB funds Uitgeverijsector took action. With the help of GOC and ECP, they made contact with 2020.

Soon they crossed paths with talent supporter Rensje van Zon. He knows all there is to know about companies and talents of 2020 and introduces us to the professionals in his network.

We will let him address you himself and we wish the readers of 2014 much inspiration.

Richard Lebur (ABO funds Grafimedia)
Ruud Schets (STB funds Uitgeverij)



"She wrote a remarkable book entitled *2020 Starts Tomorrow*"



Hi, I am Renée van Zon.
Talent developer in 2020.
I help people and
companies to achieve a
good return on their
human capital.

Apart from the business canvasses
everyone has got a LinkedIn-profile,
T-profile and a e-Competence profile.
Please visit:
www.goc.nl/mediacompetenties
for more information.



"About an
interesting guy;
talent developer
Renee van Zon"

Business canvasses

'What does the future look like? What will the talents be in 2020?' That was the big question from the media sector of 2013! Let's get to the point: what is the added value of the professional by 2020? Ten people from my network will demonstrate this, with the help of their business canvasses. A business canvasses is a onepage tool concisely and firmly defining your earning power lies, what you need to do for this and with whom. It will help them to project and to develop themselves and is therefore indispensable for the enterprising professional of 2020.

These are the ten people whose business canvasses you can look into. You will find them at the companies they work for.

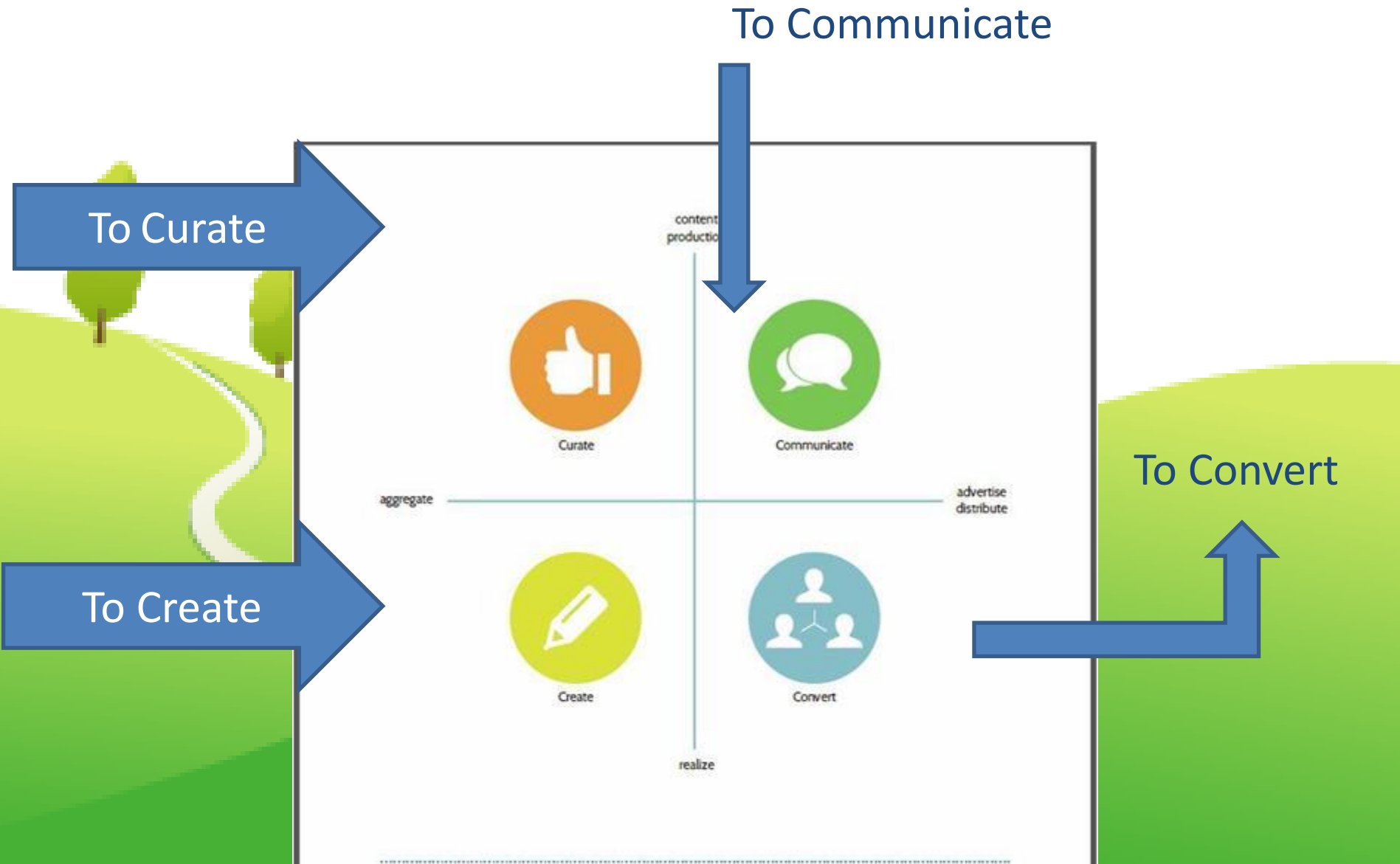
- Ravi Teiman** Data visualization designer
- Simone Tan** Data journalist
- Karin Goudmit** UX-prim designer
- Ada Podolski** Content Engineer
- Tanja Blom** Content logistics engineer
- Marcel de Vries** Content logistics manager
- Willelmin de Boer** Content manager
- Micky Janzen** Community manager
- Ramon Breedveld** Instagram marketer
- Karim Datt** Web-care advisor



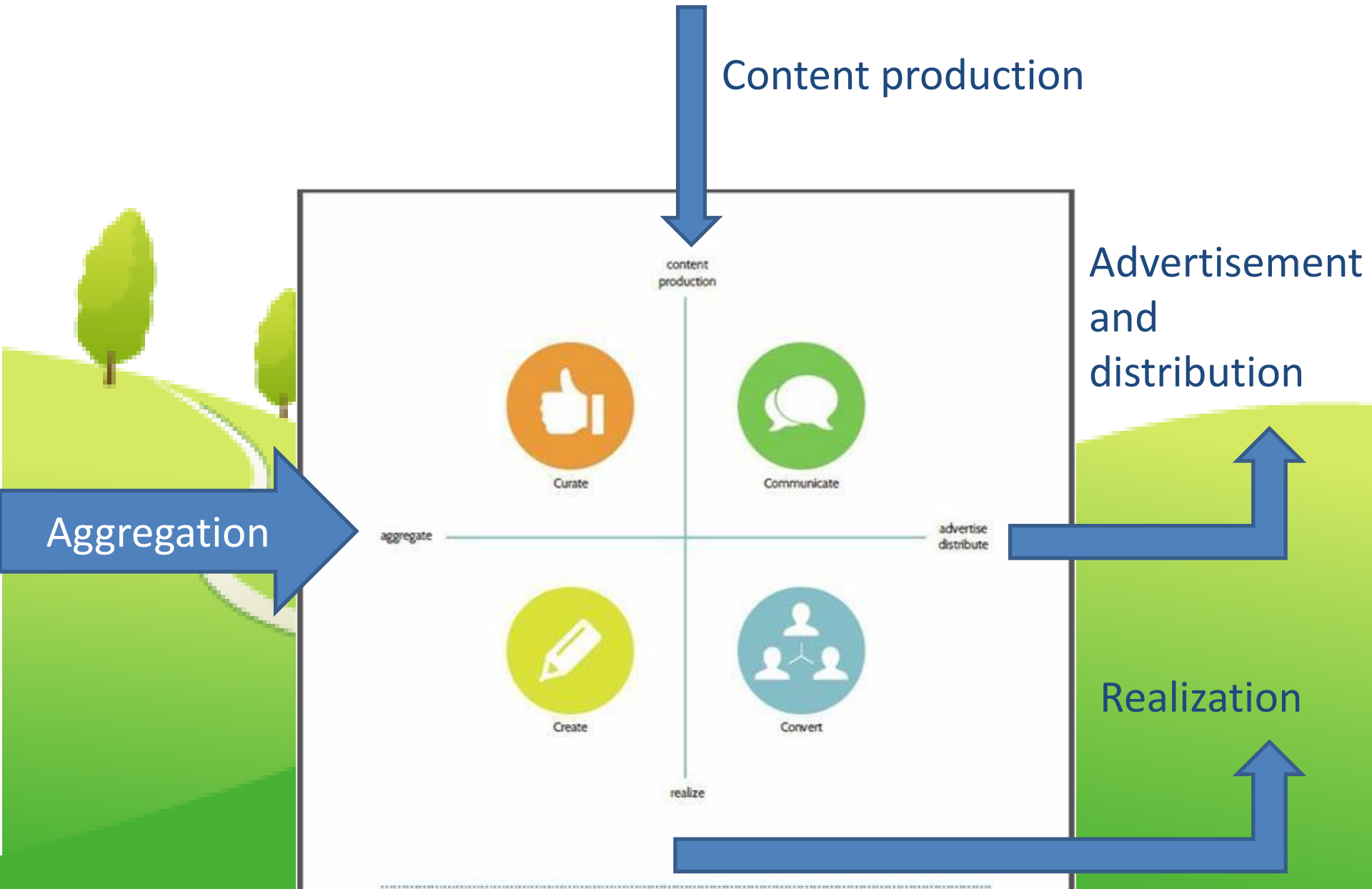
In 2020, media and communication companies work together in network relationships. They earn their money by producing, advertising, realizing and combining content; they do so with services ranging from highly specialist to full services. The greatest qualities of the sector (just like in 2013) are the 4 Cs: creating, curating, communicating and converting.

“And his friends, who had amazing skills!”

The essential skills of 2020...



... are required to perform core activities



The Concept Manager develops content concepts based on market research; a strategic, analytical thinker and can-do-er!

The Community Manager engages with consumers and fans online; an energetic network builder and a social media expert!










The Webcare Specialist monitors online conversations and answers customers' questions; A service oriented social media fan!

The Interactive Marketeer designs and initiates interactive marketing campaigns; a creative and cross-disciplinary multitasker!

The Content Logistics Manager is responsible for back-end service and logistics of web2print sales; an enterprising problem-solver!

Community manager Micky Janzen



 Who helps you	 What you do	 How you help	 How you interact	 Who you help
<p>Internal:</p> <ul style="list-style-type: none"> • Web care worker • Concept manager <p>External:</p> <ul style="list-style-type: none"> • Interactive marketer • Datajournalist • Datavisualisatie vormgever • Content engineer • 3D-printvormgever • Content logistics manager • Content logistics engineer • Community-leden 	<ul style="list-style-type: none"> • Monitoring online conversations • Participating in online conversations • Recognizing and activating ambassadors/fans • Creating content (blog, photo, video) • Have content created (visuals, data visualization, processed image) • Applying and analyzing metrics • Recognizing and analyzing problems and patterns • Transferring information to other departments: sharing problems and opportunities: co-creation (product development) • Monitoring the latest developments in social media/ marketing/product and brand contents <p data-bbox="531 749 898 778">  What you are/What you have? </p> <ul style="list-style-type: none"> • Personality: communicative and energetic • Networker • Writing skills • Multidisciplinary and project-based working method • Social media expert 	<ul style="list-style-type: none"> • By improving the service and boosting the involvement of the consumers in improving the public profile and providing more paid products/services through social media. • By <i>communicating</i> 	<ul style="list-style-type: none"> • In person, one-on-one or in a group/team • Remote (e.g. via telephone e-mail, social media) <p data-bbox="1265 742 1497 785">  How they know you and how you deliver </p> <ul style="list-style-type: none"> • Through community and other social media • Through company (Sportmedia) 	<p>External:</p> <ul style="list-style-type: none"> • Clients • Interactive marketers • Datajournalists • Content logistics managers • Community members <p>Internal:</p> <ul style="list-style-type: none"> • Web care worker • Concept manager
<p data-bbox="144 1063 338 1106">  What you give </p>		<p data-bbox="994 1063 1188 1106">  What you get </p>		
<ul style="list-style-type: none"> • Time • Network • Expertise <p>Talents: empathizing, interacting and formulating Extra management skills and presenting</p>		<ul style="list-style-type: none"> • Salary • Experience • Customer and community appreciation 		

The Content Logistics Engineer plans and monitors multimedia production processes; a concise and precise problem solver!

The Content Engineer edits and formats digital files, writes scripts and is up to date on digital media and technologies; eager to learn and do!










The 3D Print Designer supervises the 3D printing process from sketch to product; a creative and experimenting designer!

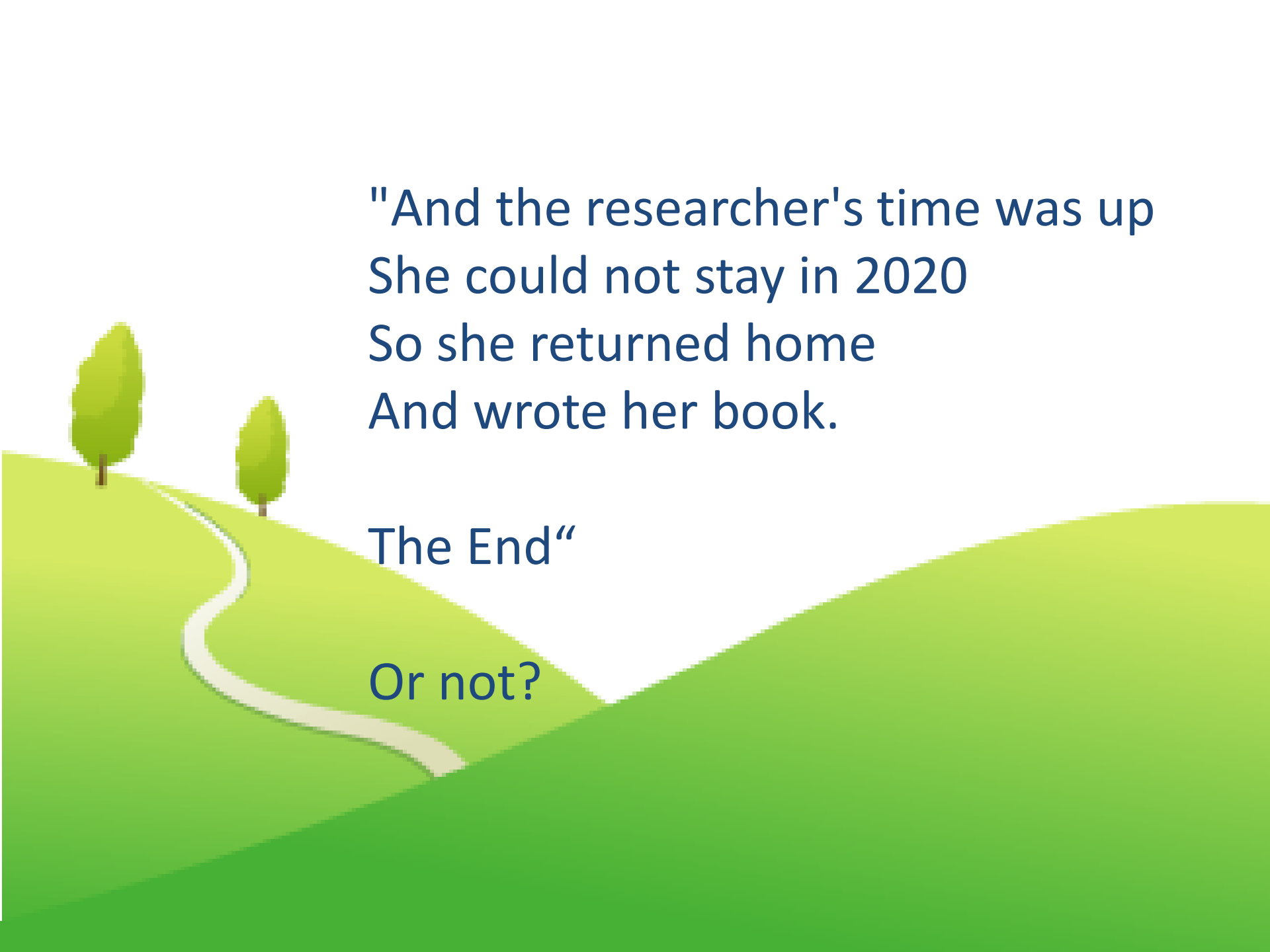
The Data Visualization designer creates audiovisual content based on large datasets; an analytical thinker and a creative designer!

The Data journalist collects, processes and interprets data and creates content based on them; an inquisitive storyteller.



Content Engineer Ada Podolski

 Who helps you	 What you do	 How you help	 How you interact	 Who you help
<p>Internal:</p> <ul style="list-style-type: none"> • Data visualization • Designer <p>External:</p> <ul style="list-style-type: none"> • Content logistics engineer • Content logistics manager • Concept manager • Community manager • Web care worker • Software engineers 	<ul style="list-style-type: none"> • Processing and preparing digital files • Making style sheets • Linking databases to applications • Writing scripts (for example to automatically convert files) • Adding social DRM • Managing versions • Maintaining contact with customers and suppliers • Monitoring how my services/products are used and applying this knowledge in new services/products; improving existing production processes • Monitoring new developments and sharing knowledge about (open source) layout software, DRM and UXD (user experience design) 	<ul style="list-style-type: none"> • By making digital or printed content accessible with an attractive and clear design. • By <i>creating</i> 	<ul style="list-style-type: none"> • In person, one-on-one or in a group/team • Remote (e.g. via telephone, e-mail, social media) 	<p>External:</p> <ul style="list-style-type: none"> • Clients • Web care worker • Community manager • Concept manager • Interactive marketer • Content logistics engineer • Consumers <p>Internal:</p> <ul style="list-style-type: none"> • Data visualization designer
	 What you are/What you have?		 How they know you and how you deliver	
	<ul style="list-style-type: none"> • Personality: structured • Eager to learn; go-getter • Aimed at user-friendliness for the end user • Programming command of script language • Insight in (online) production techniques • Process-based working method • Good communicative skills 		<ul style="list-style-type: none"> • Through employer (D&I); e-mail, website, social media 	
 What you give		 What you get		
<ul style="list-style-type: none"> • Time • Network • Expertise <p>Talents: designing, developing, empathizing, administrative, testing Extra consulting: entrepreneurship</p>		<ul style="list-style-type: none"> • Salary • Experience • Customer appreciation 		



"And the researcher's time was up
She could not stay in 2020
So she returned home
And wrote her book.

The End“

Or not?

So.... What is next?

**What do we do
today to be
prepared for 2020?**

**What does this
mean for our HR
policies and for
company training
programs?**



- **2020 starts tomorrow**
- **So we already start training and educating**
- **Not for new jobs, but for essential skills**
- **We have to learn how to learn. And... how to keep learning.**

- 
- **Companies: *demand* this from your training institutions!**
 - **Schools and training institutions: invest in future skills profiles!**
 - **GOC is ready to offer help and advise**

2020 starts tomorrow

Or perhaps...

Today?

Erik Stevens,
Chairman

