

# The future of communications

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...SOME THOUGHTS FOR PLANNERS



**planning  
is an  
enabler\***

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*\*it's our job to make that come to life*

**invest**  
**time**  
**upfront**

**be  
open**

# embrace digital

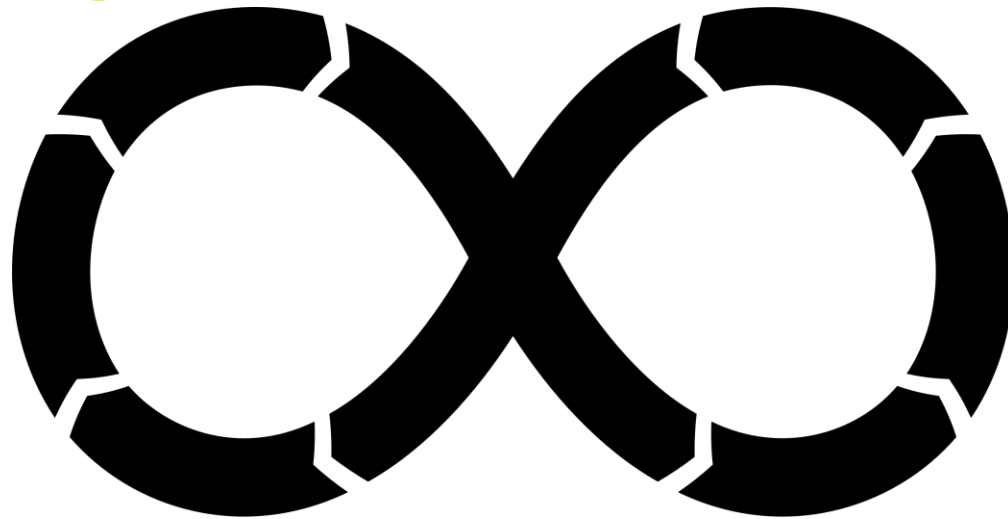
**think big**  
**start small**



**own your  
story...**

*...and tell it well*

**test**



**learn**

be **bold**

**stay  
curious**

**thank  
you**



I'm @Plannna