



## A Silicon Valley Perspective on the 2023 IPREX State of Communications and Marketing Report



As the IPREX partner agency in Silicon Valley, all of us at [Walt & Company](#) are excited to share the 2023 IPREX State of Communications and Communications Report with our clients and colleagues. This insightful study provides a snapshot into a range of timely and topical issues and focuses on opportunities and challenges faced by communications professionals responsible for the development and implementation of global programs and initiatives. As the premier global network of independent communications agencies, IPREX tailored the Report to look specifically at a range of important client-agency topics.

The Report synthesizes input from 431 survey responses from professionals in 28 countries in three IPREX global regions: the Americas; EMEA – Europe, the Middle East, Africa; and APAC – Asia Pacific. The respondents have significant roles in their respective organizations, with 39% residing in the “C-Suite,” reporting directly to the CEO.

### Report Highlights

- **Types of External Communications Support:** A majority of the respondents say their organizations rely on third-party providers, whether that be a network, a global communications agency, multiple independent agencies, or freelancers to provide external communications support. APAC organizations are almost twice as likely (60%) to use a network like IPREX than those headquartered in EMEA and the Americas (32%).
- **Location of Strategy Development:** With the exception of Lead Generation and Employee Communications, the majority of each organization’s strategic communications processes reside in its primary headquarters. These activities include Thought Leadership, Crises Communications, Content Marketing, Media Buying, Public Affairs/Government Relations, Philanthropy, Social Media, and Media Relations.
- **Global Expansion Best Practices:** How organizations go about expanding teams, team capabilities, and program reach covered varied topics. However, the importance of recruiting, developing, and retaining professional staff in HQ and in new markets was “Always” or “Most of the Time” a high priority.

### About

Walt & Company builds creative and engaging consumer, enterprise and B2B tech PR programs. We specialize in multi-channel campaigns that deliver impactful and measurable results.

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