

*[IPRN Tech Group](#) Blog Parade: Regional PR particularities*

## **Tech PR in Poland: “Building mutual trust can create long-term allies”**

**Bartosz Cholawo from our partner agency [Public Dialog](#) explains the special conditions for public relations in Poland.**

*How is the tech market and the tech media business developing in general in the United States?*

In recent years, the Polish tech market has been rapidly growing, fueled by skilled talent, foreign investment, and government support. It has become a regional hub for IT, R&D, and startups, particularly in fintech, gaming, and AI. The COVID-19 pandemic further accelerated digital transformation, driving demand for tech services across industries. However, challenges such as talent shortages and regulatory pressures persist.

The tech media landscape has evolved alongside this growth, with niche platforms like Spider’s Web providing local insights, while influencers gain prominence in tech reviews and education. However, Polish media face competition from global platforms like TechCrunch and struggle with revenue due to the dominance of Google and Facebook in digital advertising.

Despite these hurdles, opportunities abound in expanding sectors such as gaming, e-commerce, and green tech. Collaboration between tech companies and media, especially in education and local relevance, offers further growth potential, positioning Poland as a tech leader in Central and Eastern Europe.

*What has changed in tech PR over the last 5 years?*

Over the past 5 years, Poland has shifted from tech enthusiasm to growing tech skepticism, reflecting global trends but with unique local nuances. Initially, the rise of tech giants like Google was met with optimism, seen as drivers of innovation, economic growth, and digital transformation. Platforms like Google revolutionized access to information, business operations, and media distribution, earning widespread trust.

However, this enthusiasm waned as issues like data privacy breaches, monopolistic practices, and the erosion of local market competitiveness came to light. In Poland, a key turning point was the 2021 “Media Without Choice” protest, where Polish media criticized Google’s dominance in digital advertising and search algorithms. The subsequent drop in organic traffic for protesting outlets deepened mistrust, highlighting the company’s immense market power.

Today, Polish audiences and regulators increasingly demand transparency and fairness from tech firms. This skepticism has reshaped tech PR strategies, emphasizing

local partnerships, education, and ethical practices to rebuild trust in a more critical and informed market.

*What is your preferred PR approach for addressing tech media?*

Addressing tech media does not differ so much from other industries in our practice. In today's overwhelming flow of information, building strong relationships with selected tech journalists is crucial for effective communication and brand positioning. With countless press releases, product launches, and updates competing for attention, trusted journalists act as gatekeepers, determining which stories reach their audiences.

Establishing good relations with tech journalists ensures credibility and increases the chances of coverage in influential media. A well-connected journalist can contextualize complex topics, present a brand's narrative authentically, and reach niche audiences. In the tech industry, where trust and expertise are paramount, such partnerships can amplify messages and differentiate brands in a crowded market.

Moreover, in an era of skepticism towards tech companies, journalists with established reputations play a critical role in shaping public opinion. Building mutual trust through transparency, timely information, and valuable insights can create long-term allies, enhancing a brand's reputation and visibility amidst the noise of competing information.

*What changes do you anticipate and how will tech companies have to react to them?*

Poland's tech landscape is evolving rapidly, driven by stricter regulations, growing consumer skepticism, and the rise of local competitors. EU policies like the Digital Services Act are increasing regulatory scrutiny, pushing companies to prioritize compliance, transparency, and data privacy. At the same time, consumer awareness about privacy and monopolistic practices is growing, requiring firms to build trust through ethical practices and educational campaigns.

*How do you see the role of AI in tech PR?*

AI tools have become very useful in accelerating research and prepare simple translations. Translation technologies allow for real-time multilingual content creation, ensuring seamless communication across global markets. These capabilities save time, reduce costs, and enhance the reach of campaigns. While challenges like bias and over-reliance remain, AI's ability to simplify complex tasks and provide immediate insights makes it an invaluable tool for today's PR professionals.

*Expert:*

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He has over 20 years of experience in media relations, working with leading companies in the fields of e-commerce, fintech, aviation, and energy/resources.

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