



PRESS RELEASE

European Association of Communication Directors

Brussels, 14th November, 2008

2nd Anniversary of the European Association of Communication Directors

On November 13th, the European Association of Communication Directors (EACD) celebrated its 2nd Anniversary, at the Fortis Auditorium in Brussels. Established on November 8th, 2006, by over 100 founding members, the leading network for in-house communication professionals working in Europe has now been in operation for two years. Members gathered in Brussels to celebrate the occasion with a panel discussion and networking reception.

Each year, the EACD chooses a different topic of focus for its anniversary discussion. This year, the topic chosen was 'Communication in the Time of Economic Crisis'. The discussion focused on the importance of evaluation and measurement in weathering the financial storm, whilst simultaneously keeping the communications budget.

Moderator Marc-Oliver Voigt, Editor-in-Chief of the professional magazine Communication Director, was joined by expert panellists Volker Knauer of Deutsche Bahn, Bjorn Edlund of Royal Dutch Shell, Cees van Riel of the Reputation Institute and Sandra Macleod of Echo Research – all leading communicators with a shared wealth of experience in the evaluation and measurement field. Following their lively and fascinating discussion of a complex topic, the EACD hosted a networking reception, during which members had the opportunity to share their ideas on the issue at hand.

This year's Anniversary celebrations were also expanded to include meetings of several of the EACD's sector-specific and horizontal Working Groups, including groups on EU Institutions, Evaluation, Finance & Insurance and Risk & Crisis Communications. Members and interested parties gathered to look back at the achievements of their respective groups, and make plans for the future. The EACD's newly-installed 35 Regional Coordinators also met for the first time, to share ideas on strengthening and developing the Association's regional presence.

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