



PRESS RELEASE

European Association of Communication Directors

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CSR and Globalisation Revealed as most important issues for Communication Professionals

The results of this year's European Communication Report were made known at the European Communication Summit 2008. The Report is the result of a survey conducted in cooperation between The European Association of Communication Directors (EACD) and the renowned Institute for Media and Communication Management at the University of St. Gallen, led by its director, Prof. Dr. Miriam Meckel.

The survey which informed the European Communication Report was conducted over a period of months, and gathered data from almost 1,500 communication professionals from all over Europe. The results provide insight into the backgrounds, working conditions, needs and ideas of the individuals who make up today's communication community.

This year's Report builds on the success of last year's project, providing an even more up-to-date and accurate representation of the communication profession as a whole. For example, it was revealed that even more communication professionals are now spending a significant proportion of their careers working abroad, and thus more of them feel the need for international representation by professional organisations. Furthermore, the burning issues which communication professionals feel will need to be addressed in the future were revealed, and it was shown that CSR and Globalisation are the most important points on the Agenda.

The Report was introduced by EACD President Dr. Herbert Heitmann and Dr. Meckel via video message at the European Communication Summit on April 24th. Printed copies are available on request.

For further information please see www.eacd-online.eu and www.communication-summit.eu.

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