



## **PRESS RELEASE**

### **European Association of Communication Directors**

Brussels, 16 April 2008

### **EACD Published New Service Brochure on PR Evaluation and Media Monitoring**

The European Association of Communication Directors (EACD) is pleased to announce the release of its latest service brochure, entitled 'PR Evaluation and Media Monitoring Work on a Global Scale'.

Public Relations evaluation and media monitoring on a global scale are crucial when it comes to meeting the needs of companies which increasingly communicate across borders and continents. Monitoring and understanding a company's or brand's media coverage has never been more essential.

In the latest EACD service brochure, Liza Robbins, Managing Director of Cision Global Solutions gives you an overview of the challenges to overcome as well as a step-by-step approach on how to effectively implement global PR evaluation systems.

With its service brochures, the EACD publishes instructive manuals that give advice on practical questions of European communication. These brochures are designed to provide members with an overview of the most current and pressing issues in contemporary communications, with overviews of best-practice from leading experts in the field.

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