



PRESS RELEASE

European Association of Communication Directors

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Equal career opportunities for men and women in communication New study to be published at the European Communication Summit

Men and women have equal career opportunities within the communication profession. There are as many females in leading communication positions as males. Although there are no significant gender differences regarding hierarchical job positions, women overall tend to earn lower salaries than their male colleagues. These are two central results of the survey "European Communication Report 2007" among 1,200 leading communication professionals across Europe.

The survey has been conducted as a cooperation between the European Association of Communication Directors (EACD) and the renowned Institute for Media and Communication Management at the University of St. Gallen and its Director, Prof. Dr. Miriam Meckel.

To date, no comprehensive Europe-wide study exists that explores the backgrounds, challenges and working environments of in-house communication experts. Further questions being answered by the online survey are, on which educational background and professional experiences communication directors can best rely, how their efforts are rewarded in terms of payment and job satisfaction, and where communication is located within the organisational structure of an institution.

The complete results of the "European Communication Report 2007" will be presented by Prof. Dr. Miriam Meckel at the opening of the European Communication Summit on June 11, 2007. The two-day-conference on June 11 and 12 in Brussels is the largest gathering of the profession in Europe.

In over 25 presentations, keynotes, and discussions, more than 60 speakers will debate strategies and tools, methods and best cases within the fields of Corporate Communication, PR, Media Relations and political communication. Hosts are the European Association of Communication Directors and professional magazine Communication Director.

Further information: www.communication-summit.eu

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