



PRESS RELEASE
European Association of Communication Directors

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European Communication Monitor explores future trends in strategic communication

The European Public Relations Education and Research Association (EUPRERA), the European Association of Communication Directors (EACD) and the magazine Communication Director are currently conducting the "European Communication Monitor 2009" survey. With more than 1,300 participants from 37 countries in 2008, the European Communication Monitor is the most comprehensive survey of the profession in Europe. Public relations professionals across Europe are invited to answer the questionnaire for this international survey in the communication field at www.communication-monitor.eu. The deadline for completing the questionnaire is May 31st.

What will be the major challenges for public relations professionals in the future? Which strategies are most relevant in the current economic crisis? How influential are communicators within their organisations? How much money do they earn? The first findings of the study will be presented at the European Communication Summit on July 3rd in Brussels (www.communication-summit.eu). A detailed analysis of the results will be available to all EACD members in book form after the summer.

The survey, sponsored by Cision, seeks opinions of PR professionals working in organisations and consultancies. It will take about ten minutes to answer the questions, and all participants will be put into a draw for two stylish Flip Ultra Video Camcorders. The project serves solely academic purposes; privacy is fully respected.

Background:

The European Association of Communication Directors (EACD) brings in-house communication professionals together to network, exchange ideas and discuss the latest news and information relevant to their work. Through Working Groups on specific communications topics and publications such as the magazine Communication Director and Service Brochures for its members, the EACD works to advance professional qualification, and to promote the visibility and standing of the profession.
www.eacd-online.eu

Contact:
Herbert Heitmann
European Association of Communication Directors (EACD)
Square de Meeus 37
B-1000 Brussels
Tel +32 (0)2 219 23 07
Fax +32 (0)2 219 22 92

herbert.heitmann@eacd-online.eu
www.eacd-online.eu