

PRESS RELEASE

European Association of Communication Directors

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New study on European Communication Professionals

The European Association of Communication Directors (EACD) has initiated a survey on "European Communication Professionals". This project is being conducted in cooperation with the renowned Institute for Media and Communication Management at the University of St. Gallen and its Director, Prof. Dr. Miriam Meckel.

The EACD connects communication professionals who work in a wide variety of fields from all over Europe. To date, no comprehensive Europe-wide study exists that explores the backgrounds, challenges and working environments of in-house communication experts. Therefore, the EACD is now reaching out to several thousand communication professionals with an online questionnaire.

Questions cover the following issues:

- On which educational background and professional experiences can communication directors best rely?
- Where is communication located within the organisational structure of an institution?
- What impact can it have on management decisions?
- What are the specific daily challenges of international communication and how well-equipped are Europe's communicators to approach these challenges?
- How are their efforts rewarded in terms of payment and job satisfaction?

The results of the "European Communication Professionals: Report 2007" will be presented by Prof. Dr. Miriam Meckel at the opening of the European Communication Summit on June 11.

Further information: www.communication-summit.eu

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