



PRESS RELEASE

European Association of Communication Directors

Brussels, 11 February 2008

Launch of survey on European Communication Professionals

Following on from the success of last year's European Communication Survey, the European Association of Communication Directors (EACD) is pleased to announce the commencement of a second survey of European Communication Professionals. In the ever-evolving world of communications, having the most up-to-date and relevant information on the state of the profession is absolutely crucial in allowing Communication Professionals to perform their work to the best of their ability. It is with this in mind that the EACD has initiated this survey, in order to gain a full, frank and insightful picture of European communications from the people at the heart of it all.

The EACD will engage thousands of communication professionals through an online questionnaire. The project is being undertaken in co-operation with the renowned Institute for Media and Communication Management at the University of St. Gallen, and its director, Prof. Dr. Miriam Meckel. The survey will provide the answers to the most current questions in the profession, including:

- What will be the major challenges for Communication professionals in the future?
- How influential are communicators within their organisations?
- How are their efforts rewarded in terms of payment and job satisfaction?

The results of the pan-European study will be presented by Dr. Meckel at the European Communication Summit in Brussels on the 24th and 25th April, 2008.

Further information can be found online at **www.communication-summit.eu**

Contact:

Dr. Herbert Heitmann
European Association of Communication Directors
13-15, Rue de la Charité
B-1210 Brussels

Tel +32 (0)2 219 23 07
Fax +32 (0)2 219 22 92
herbert.heitmann@eacd-online.eu
www.eacd-online.eu