



PRESS RELEASE

European Association of Communication Directors

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The European Association of Communication Directors introduces new Regional Coordinators

The European Association of Communication Directors (EACD) has welcomed 35 leading communication professionals as its new Regional Coordinators. In each region of Europe, 1-3 Regional Coordinators will be responsible for helping the EACD to expand and strengthen its presence in on a localised level by overseeing the EACD's regional events and activities, and by acting as a point of contact for the Association's regionally-based members.

In 2008, the EACD launched its Regional Debates, which take place twice a year in capital cities across Europe. These events offer a platform for in-house communication professionals to network with their local and international peers and discuss best-practice for the most current topics in communications. The first wave of Regional Debates met with great success, which the Regional Coordinators will build upon to further develop activities for international communications on a regional basis. The first few Regional Debate of the second semester of 2008 have already been organised, and will be taking place in:

Brussels, October 1st – hosted by KBC, on the topic of 'The Changing Face of European Communication

Helsinki, October 14th – hosted by Valio, on the topic of 'European Communications Within and Without'

Vienna, October 22nd – hosted by Telekom Austria, on the topic of 'New Trends and New Markets in European Communication'

Madrid, October 31st – hosted by British American Tobacco Spain, on the topic of 'Communicating When No-one Wants to Listen'

The European Association of Communication Directors (EACD) is the leading network for in-house communication professionals working throughout Europe in all fields. With almost 1000 members, it brings the leaders in the field 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. The association also hosts the annual European Communication Summit, the biggest gathering of its kind in Europe.

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