



## **PRESS RELEASE**

### **European Association of Communication Directors**

Brussels, 12<sup>th</sup> May, 2009

#### **The European Association of Communication Directors welcomes its 1000<sup>th</sup> member**

The European Association of Communication Directors (EACD), the leading Europe-wide network for in-house communication professionals, has today welcomed its 1,000<sup>th</sup> member. Founded on November 8, 2006 by about 100 founding members from 23 different countries, the association has since then extended its network of communicators from companies, institutions, associations and NGOs to more than 40 countries.

Dr. Herbert Heitmann, Chief Communications Officer at SAP AG and president of the EACD, said "I am very pleased to note that, even in this time of economic crisis, a strong professional network succeeds in attracting new members. This achievement confirms that qualification events, the opportunity to network with colleagues and the services and publications we offer our members provide them with benefits that they can use in their daily work and to advance their careers".

Gisela Lindstrand, Senior Vice President Corporate Communications and Public Affairs of Securitas AB, Sweden was the 1000<sup>th</sup> communication professional to join the EACD. She explains her decision to join as follows: "I would like to increase and strengthen my network among colleagues all over Europe. I am very fond of the basic idea of networking and believe in benchmarking, discussing cases from real life, learning from others, and being inspired by how other people in a different environment, but with similar working conditions, manage a situation or a communications task. In my opinion, this is the best way of increasing professionalism. The EACD seems to be a good forum for this important work."

Meanwhile, the EACD continues to promote the professionalisation of communications across cultural, political and linguistic barriers with its regional debates, which are organised by Regional Coordinators throughout Europe, and prepares for its annual highlight, the European Communication Summit in Brussels, on July 2<sup>nd</sup> and 3<sup>rd</sup>, which is the biggest gathering of its kind in Europe.

#### 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](http://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*