

PRESS RELEASE

European Association of Communication Directors

Brussels, August 16th, 2009

European Communication Monitor 2009 identifies future trends: Internal communication and social networks on the rise

The European Public Relations Education and Research Association (EUPRERA) and the European Association of Communication Directors (EACD) have just released the results of their annual European Communication Monitor study. The international research, conducted in partnership with professional magazine Communication Director and sponsored by media intelligence company Cision, is the most comprehensive study ever conducted in the field. It is based on a sample of more than 1,850 communication professionals, from 34 countries, with a thorough level of experience – 84 percent hold the position of head of communication, unit leader or agency CEO, and the average age is 42 years. The study has been conducted online by a group of professors from universities in 11 countries, led by Prof. Dr. Ansgar Zerfass, Germany. Some of the key findings are:

- Missing link to corporate goals: only 6 out of 10 PR practitioners help to define business strategies
- Communication departments face major budget cuts, but a vast majority of communicators are optimistic for the next year
- The most important strategic issues over the next three years will be linking business strategy and communication, and coping with the digital evolution and the social web
- Only 14% of communicators believe that Twitter is an important communication tool, although 39 percent believe that it will be important in 2010
- Salary correlates strongly with role enactment: “strategic facilitators” are leading the field

The charts are available as a free PDF download at www.communicationmonitor.eu. A full report (text and charts) has been published as a book by the EACD for its members.

The European Communication Monitor 2009 analyses impacts of the recession and media crisis on communication departments and agencies. It identifies strategic issues, fields of practice and instruments and how they gain or lose importance. Moreover, specific topics such as internal communication, online communities, measurement and evaluation or salaries are questioned and discussed in detail. Methods of empirical social research and statistical computation have been used to analyse the huge amount of data that had been collected this spring.

About the organisers

The European Public Relations Education and Research Association (Euprera) is an autonomous organisation with members from more than 30 countries that aims at stimulating and promoting the knowledge and practice of communication management in Europe.

Academic scholars and experienced practitioners work together to advance fundamental and applied research. More information is available at: www.euprera.org

The European Association of Communication Directors (EACD) is the leading network for communication professionals from all fields across Europe with over 1,100 members. The non-partisan Association lobbies for the profession, establishes common quality standards and promotes the advancement of professional qualification by organising events and providing services and material. More information is available at: www.eacd-online.eu

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Sample charts from the European Communication Monitor 2009 survey

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>> Strategic orientation: A clear majority execute communication based on business strategies, but only 6 out of 10 try to define them



84.8%

focus on supporting business goals by planning and executing communication

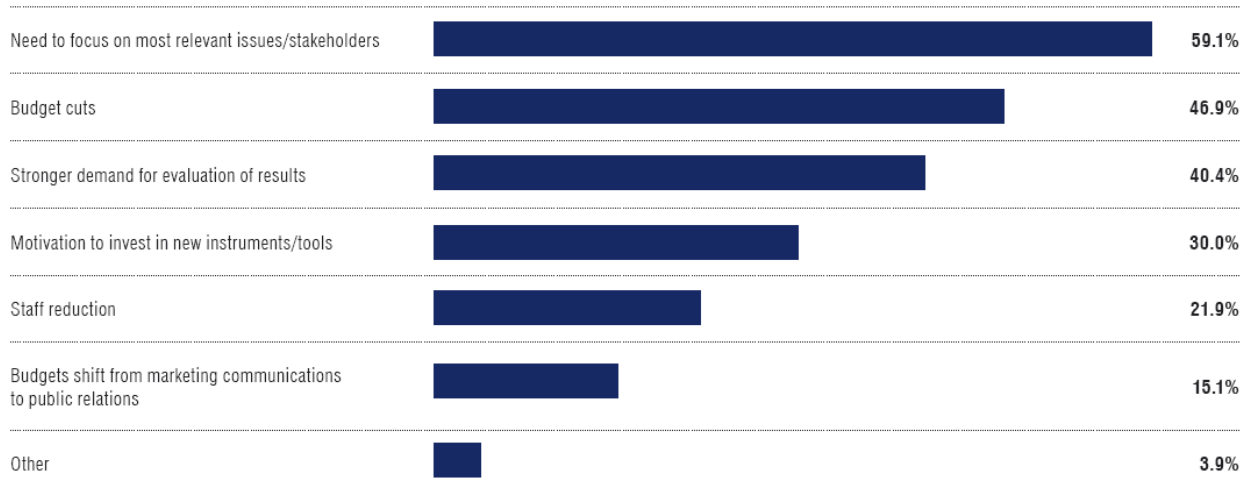


60.7%

feel responsible for helping to define business strategies

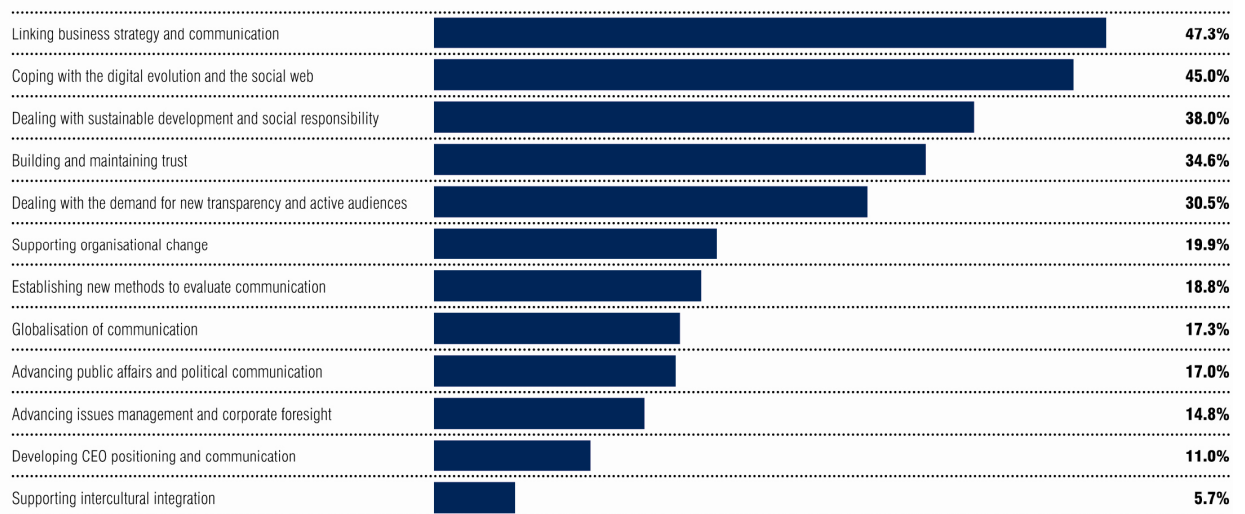
www.communicationmonitor.eu / Zerfass et al. 2009 / n = 1,863 PR Professionals from 34 European countries; Q 7: In your daily work, how much do you focus on supporting business goals by planning and executing communication? (1 = not at all; 7 = very much) / ... how much do you feel responsible for helping to define business strategies? (1 = never; 7 = always); considered scale points 5-7.

>> Influence of the recession: Practitioners face serious budget cuts; focusing activities and evaluating results becomes more important



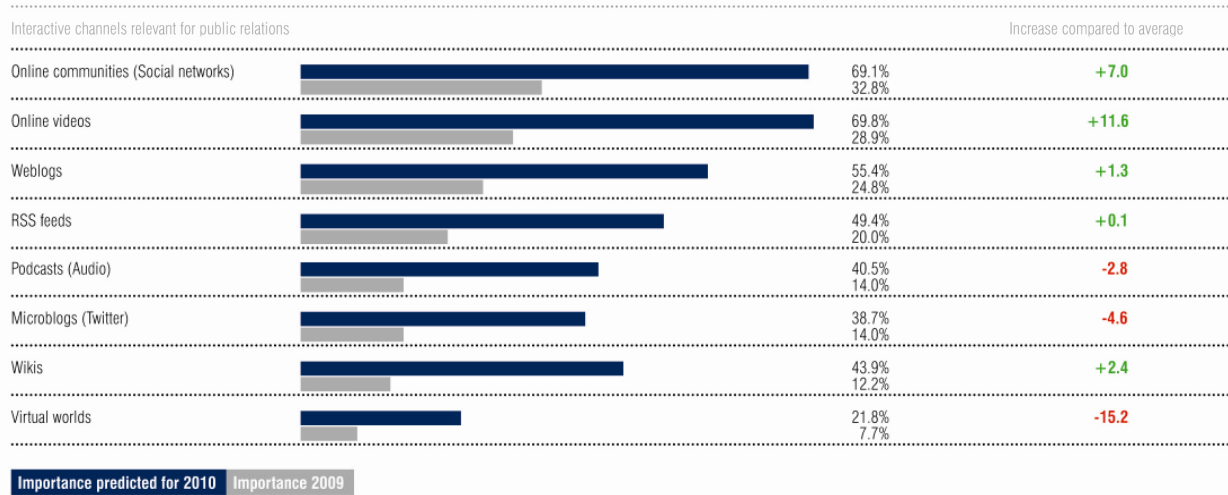
www.communicationmonitor.eu / Zerfass et al. 2009 / n = 1,863 PR Professionals from 34 European countries; Q 1: How has the global downturn influenced your daily work? (1 = not at all; 5 = significantly); considered scale points 4-5.

>> The most important issues in detail



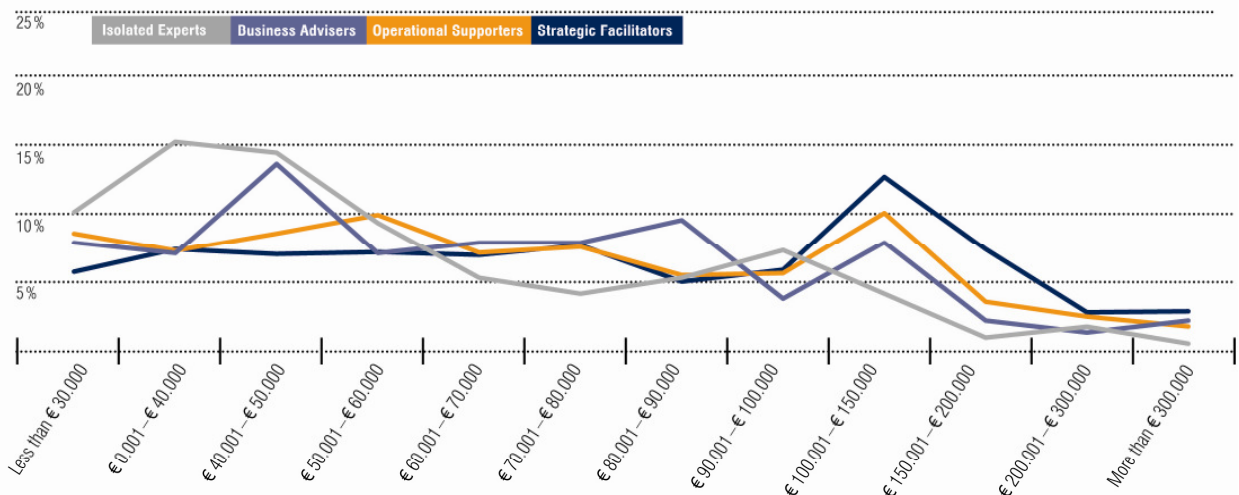
www.communicationmonitor.eu / Zerfass et al. 2009 / n = 1,863 PR Professionals from 34 European countries; Q 6: Here are some issues that might become relevant for public relations and communication management within the next three years. Please pick those 3 items which are most important from your point of view.

>> PR professionals predict a tremendous yet unlikely boost for all social media by the end of 2010, but the variances are most interesting



www.communicationmonitor.eu / Zerfass et al. 2009 / n = 1,863 PR Professionals from 34 European countries; Q 10: Can you indicate the level of importance for public relations today and in the next year of the following communication tools (1= not important; 5= very important); important = scale points 4-5. All are considered more important in 2010; comparison shows difference to average increase (29.28%).

>> Corresponding with their hierarchical status and role, professionals acting as strategic facilitators report a higher salary



www.communicationmonitor.eu / Zerfass et al. 2009 / n = 1,768 PR Professionals from 34 countries; Q 7, Q 17.