

Press release

Brussels, June 27, 2013

Trends in corporate communications - international communication and stakeholder engagement top the list

Communicating internationally is an important part of daily business for eight out of ten communicators in Europe; yet less than half agree that structures and strategies for international communication are solidly developed in their organisations. This is one of the results reported by this year's European Communication Monitor (ECM), a survey based on interviews with 2,710 communicators in 43 countries. The monitor was launched at the European Communication Summit in Brussels today. A web video as well as a full report are available online at www.communicationmonitor.eu.

"The findings reflect the complex, multinational world communication practitioners are working in and the demand this places on their cross and intercultural skills", explained Herbert Heitmann, President of the European Association of Communication Directors (EACD), adding *"This encourages our strategy of offering peer-to-peer learning and training opportunities to equip future communicators with a specifically international perspective."*

Professor Ansgar Zerfass, lead researcher of the survey, commented *"The digital gap between the different generations seems to be closing, at least in the experience of professionals."* Furthermore, the data shows that social media are merging in the media mix of organisations. Yet, practitioners report moderate capabilities and only 38% believe that their organisation has adequate communication policies to address digital gatekeepers on the social web.

Ends

Notes for the editor:

The European Communication Monitor survey on the status quo and trends of communication management across Europe is jointly organised by the European Public Relations Education and Research Association (EUPRERA) and the European Association of Communication Directors (EACD). Sponsored by the global communication firm Ketchum, the international survey is based on replies from 2,710 communication professionals in 43 countries. A research group of professors from 11 leading universities, led by Professor Ansgar Zerfass, has conducted the research for the seventh time in a row. It is widely recognised as the largest study in the field of strategic communication worldwide.

A free PDF report with full results as well as a YouTube video with the most important highlights is available at www.communicationmonitor.eu

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