



Telefon: +49-341-97-35040
Telefax: +49-341-97-35049
E-Mail: zerfass@uni-leipzig.de
Website: www.communicationmanagement.de
Besucheranschrift: Burgstr. 21, 04109 Leipzig (an der Thomaskirche)

Press release (2008-11-27)

European Communication Monitor 2008: Most comprehensive survey on public relations trends in Europe identifies new challenges for the field

- Communication professionals in Europe are less powerful than in the United States
- Online videos and social networks are the hottest emerging channels in 2009
- Three out of four PR professionals in Europe are involved in Corporate Social Responsibility
- Respondents from 37 countries name major issues; strategy and measurement take the lead

A survey by European Public Relations Education and Research Association (EUPRERA) delivers deep insights into the dynamics of communication management and public relations in Europe. The international research is based on a sample of 1,524 professionals from 37 countries with a thorough level of experience – almost every second has more than ten years of experience in the field. It has been conducted and advised by a group of professors from universities in ten countries, led by Prof. Dr. Ansgar Zerfass, Germany. The research was generously sponsored by Cision, a leading supplier of integrated services and software solutions for reputation management, media monitoring and research of media contact, and Communication Director, the only transnational magazine dealing with the practice of strategic corporate communication and linking theory and practice in Europe.

The full documentation of results and findings with numerous charts (74 pp.) is available online at www.communicationmonitor.eu.

The European Communication Monitor 2008 analyses the changing framework for public relations professionals in communication departments and agencies. It identifies strategic issues, fields of practice and instruments and how they gain or loose importance. Moreover, specific topics like interactive channels, corporate social responsibility, intercultural challenges, influence on management decisions, cooperation with agencies and future budgets 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 summer.

About EUPRERA

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: www.euprera.org

Press contact

Prof. Dr. Ansgar Zerfass, Lead Researcher, zerfass@uni-leipzig.de, ++49-341-97-35040
Anne-Marie Cotton, Director of Public Relations and Administration, sg@euprera.org, ++32-9-3694672