

PRESS RELEASE

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European Communication Monitor 2007: First transnational survey on public relations trends in Europe identifies new challenges for the field

- Corporate Communication will become the most important discipline until 2010
- Press and media relations loose ground, online and social media are taking over
- Only every third professional measures economic impact of campaigns
- Respondents from 22 countries expect an average 14% growth of budgets and new jobs

A survey presented today at the annual conference of the European Public Relations Education and Research Association (Euprera) in Roskilde, Denmark, delivers deep insights into the dynamics of communication management and public relations in Europe. The international research is based on a sample of nearly 1,100 professionals from 22 countries with a thorough level of experience – every second has more than ten years of experience in the field. It has been conducted by renowned academics from the Universities of Leipzig, Amsterdam, Bucharest, Ljubljana and the Stockholm School of Economics, led by Prof. Dr. Ansgar Zerfass, Germany. The research was generously sponsored by Hugin Group, a NYSE Euronext company specialized in the distribution of press releases and investor relations news.

Both a summary and the full documentation of results and findings with numerous charts (52 pp.) are available online at www.communicationmonitor.eu.

The European Communication Monitor 2007 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 lose importance. Moreover, specific topics like addressing young people, communication innovation, maintaining trust and evaluation/measurement 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 in April/May of this year.

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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

About the University of Leipzig

The University of Leipzig is known as the birthplace of communication science in Europe (Institut fuer Zeitungskunde founded in 1916) and is currently ranked first among the German media study courses (Handelsblatt Karriere Ranking 2006). The department of communication management and public relations has a comprehensive track record of more than 50 academic book publications and numerous studies on a national and international level. More information: www.communicationmanagement.de

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