



EACD

EUROPEAN
ASSOCIATION OF
COMMUNICATION
DIRECTORS

SUMMIT

FUTURE NOW

14 October 2021 12:30 -18:00 (CET) ONLINE



FUTURE NOW

Transform, adapt to and understand the next decade.

At this year's summit we will explore some of the fundamental drivers of change to our profession, role and responsibilities as communicators: The impact of technology, the increasingly polarised and politicized public debate and the need for businesses to have a higher purpose, beyond just being commercially and financially successful.

We will do this through engaging discussions with key experts and thought leaders from our own and related fields and by facilitating virtual networking sessions for attendees to reflect, discuss and make new contacts.

Join top communication leaders and cross-industry experts from across Europe and beyond.

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**1 afternoon,
5 sessions,
3 tracks**

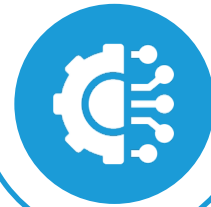
The EACD Summit 2021 will take place online.

Learn about the changes in our profession as well as our contribution to a changing context; a world in which businesses, governments, NGOs and activist organisations are increasingly finding common agenda's. The future is now!



Beyond crisis communication

Companies and organisations have to react to change. Crisis communication experts share their best practices and experiences on how to navigate troubled times. How to navigate in a polarised public debate?



A world dominated by technology

Technology is a major force of change across all sectors and all parts of life. How does it impact communications, how do we stay on top of the developments and how do we exploit the opportunities and avoid the pitfalls?



A world of purpose beyond profit

Consumers' and society's expectations of businesses and brands have changed. We expect companies to work with organisations and individuals to help solve the big challenges of today and the future. How do you stay energised when what you do may never be enough?

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Network with your peers online
Network away virtually!

You can both take a chair in the virtual lounge area or ask someone for a speed one-to-one meeting. While networking you can introduce yourself easily by using a feature that shares directly your personal interests, website, profile on Social Media and much more...

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Interact directly with our top speakers

As in our every year's summit we invite the best and most interesting people in our field. Now you can grab a virtual microphone and ask questions to them directly. You can even be invited on the virtual stage as well.

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**Unlimited access to the virtual sessions
and panel discussions**

Once you have bought your ticket, you will have a year long access to the Summit's content. You might have missed a session or something came up accidentally on the same day. No worries, you can download it later and (re)watch!

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We're open for more speakers!



Join our insightful and compelling speakers including:

Executives of major global companies

World Leading topical experts



Get in touch if you have what it takes to lead the debate in one of our tracks:

Beyond crisis communication

A world dominated by technology

A world of purpose beyond profit

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**We're open
for
partners!**

**Benefits
include:**

Recognition and brand awareness among leaders in corporate communication, public affairs, marketing, branding and other senior executives

Visibility in all pre-summit targeted communications

Premier networking and engagement opportunities with your clients

Feature in post-summit EACD member communications

Attendance passes for your teams

Partner with organizers to co-design sessions, run audience polls, engage with attendees



**Exclusive
partnership
offers
available:**

Track sponsors at EUR 15,000

Keynote / celebrity host sponsors

Digital booths in networking area



**Confirmed
partners
include:**



About EACD



EACD in a nutshell

It is our purpose to inspire current and future **communication leaders** to drive excellence in our profession.



The leading network of (future) leaders in Communication in Europe



A platform to connect, deepen expertise, share best practice, advance standards



Over 500 actively subscribed senior communicators in our membership representing 38 nationalities

Our values are accountability, transparency, integrity and expertise.

Our hands-on board is committed to building the EACD for the future



Kim Larsen
President



Phil Riggins
Treasurer



Inge Wallage
Co-Lead Partnerships



Viktoria Mykhno
Co-lead Country Chapters



Nicole Gorfer
Co-Lead Partnerships



Rui Veras
Co-lead Content



Dennis Larsen
Co-Lead Content



Angela Howarth
Co-lead Working Groups



**Ida Gutierrez de
Escofet**
Co-Lead Events

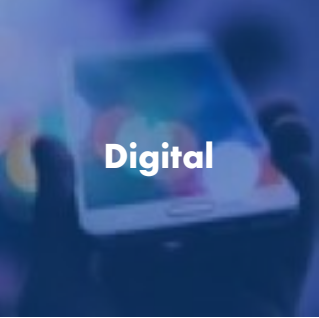
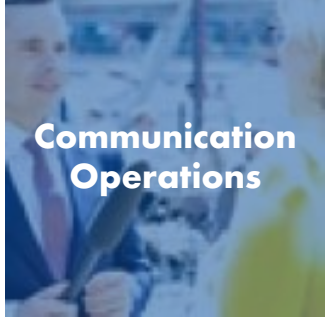









Philippe Borremans
Co-lead Events

A strong regional presence led by Country-Chapter teams



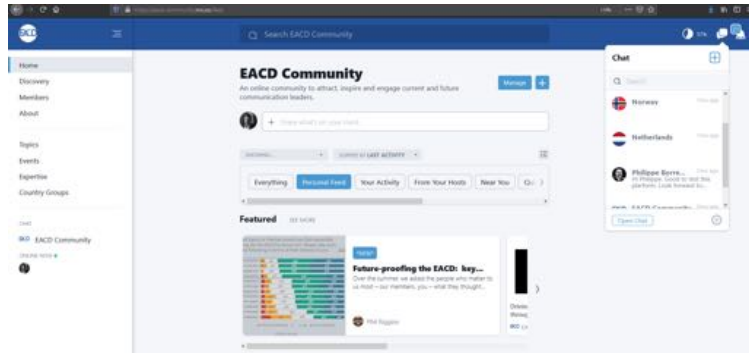
Expert Groups of members

 <p>Digital</p>	<p>Digital communication. Opportunities and challenges. Share best practice, ask questions and provide answers on how you and your organisation are managing it.</p>	 <p>Communication Operations</p>	<p>Content creation, tactical execution, operational efficiency, PR tools & technology, Agile PR, virtual collaboration, Artificial Intelligence in communication, Big Data for PR insights...</p>	 <p>ESG & Corporate Citizenship</p>	<p>Connecting business strategy and purpose led communications. Understanding and integrating fundamental trend developments on public perceptions and views (formal and informal) on expected corporate behavior. Narratives for sustainable development and understanding SDGs.</p>
 <p>Stakeholder engagement</p>	<p>Identifying and engaging with traditional and non-traditional stakeholders. Insight development. Strategy. Best practice. Are stakeholders the "new consumers" for corporates?</p>	 <p>Corporate Affairs Management</p>	<p>How to integrate communication disciplines into a holistic approach. How to align communications with business and company strategy and create added value. Best practices in managing consultants. Team development.</p>	 <p>Brand Leadership</p>	<p>Brand. Purpose. Relationship to comms. Relevance. Alignment. The future of brand. What do corporate communication professionals need to know about brand?</p>
 <p>Crisis & Risk Communication</p>	<p>Crisis & reputation, crisis & regulation, ethics, cyber/digital risk, emergency risk communication</p>	 <p>Internal Engagement</p>	<p>Employees as brand advocates. Alignment with purpose as an instrument for talent retention. New digital tools, privacy and employer voice, diversity, inclusion. Using data to measure impact.</p>	 <p>Science & Communication</p>	<p>Impact of sociology, anthropology, data science, neuroscience on communication strategies. Cooperation between the academic and professional world.</p>

Online events for communicators



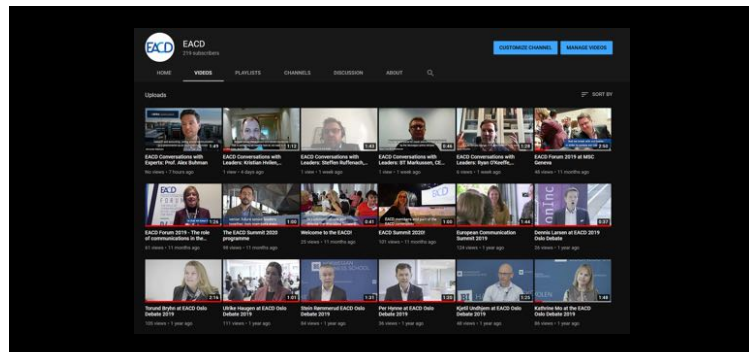
Advancing our digital engagement



Member platform



EACD podcast (in development)



EACD YouTube channel



EACD Interview series: Conversations with Leaders

Restarting in person networking and events series in 2021



Forum: high level dialogue with peers



Local coaching days and social gatherings



Summit: networking and learning

- **Best Case presentations**
- **Discussions**
- **Networking**

Furthering our profession and sharing knowledge

EUROPEAN COMMUNICATION MONITOR

2020

ETHICAL CHALLENGES, GENDER ISSUES,
CYBER SECURITY, AND COMPETENCE GAPS
IN STRATEGIC COMMUNICATION.
RESULTS OF A SURVEY IN 44 COUNTRIES.

- EACD led research
- Working Group thought papers
- Learning partnerships and trainings
- Cross disciplinary partnerships with academia
- Establishing and strengthening partnerships with local and international professional bodies



A background image showing a close-up of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The image is partially obscured by a blue overlay on the left side.

Thank you for your interest
For further information, please visit:

www.eacd-online.eu

<https://eacd-community.mn.co/>