

THE KEY TO GROWTH

The European Communication Professional Skills and Innovation Program (ECOPSI) offers new tools for communicators to develop their know-how



We've all heard about CPD or 'continuous professional development' and know it is the key to a successful career, but how do you go about it? The theory and the practice don't always align. Perhaps it's due to the explosion of information online and the need for organisations to turn that information into customised nuggets of knowledge for practitioners. These factors can lead practitioners to evaluate their competences by simply comparing themselves with their peers rather than aligning their development with structured, academically underpinned learning. European communication practitioners can now access information on how to develop their skills, knowledge and communication competencies using a cutting edge website called The Portal (for) Advancing Communication Education (P4ACE). The website is based on the findings of the largest EU funded project into strategic communication known as the European Communication Professional Skills and Innovation Program (ECOPSI). The portal allows users

to learn about the essential competencies needed in our global workplace, evaluate their competencies through the open-access self-diagnostic tool, explore ways to develop competencies within select regions in Europe and read case studies of real communication practitioners who talk about the competencies needed in today's changing work environment. The P4ACE tool allows you to compare your current knowledge, skills and personal attributes with those of your peers in Europe by completing a 15-minute assessment. The tool provides you with an attractive, visual competency inventory and a report that allows you to see your strengths and weaknesses. The portal has been developed from a 24-month intensive research programme. Focus groups were held with four role groups: chief communications officers, crisis communicators, internal communicators and social media managers. Interviews have been held across six geographically distinct European regions with a total of 53 communications professionals at different levels and performing different roles within renowned organisations. Continue your journey of life long learning by using the P4ace portal at www.p4ace.eu.