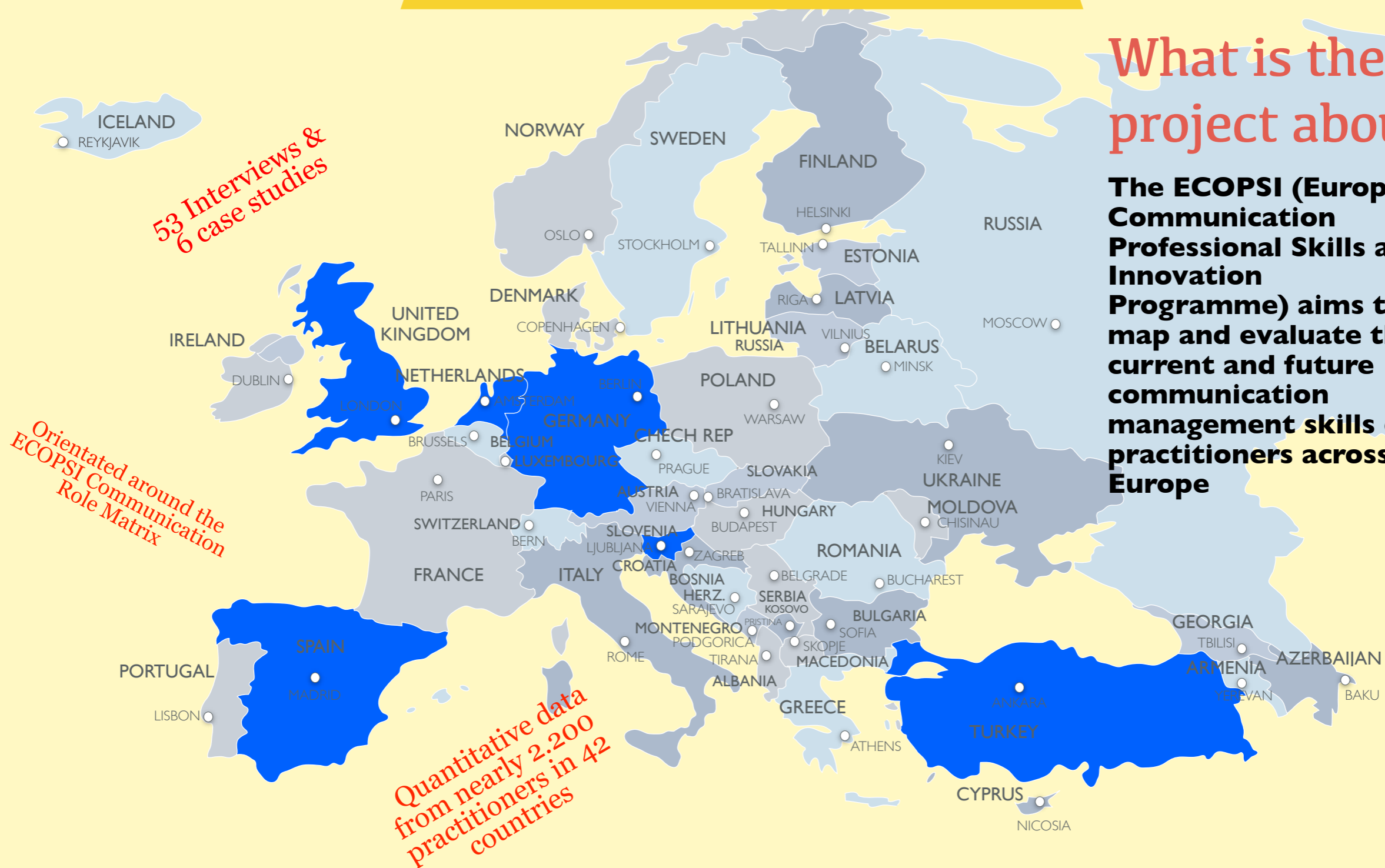


What is the project about?

The ECOPSI (European Communication Professional Skills and Innovation Programme) aims to map and evaluate the current and future communication management skills of practitioners across Europe



4

Communication roles: Chief communication officers, crisis communicators, internal communicators and social media managers

6

Specific European regions: United Kingdom, Germany, Spain, Netherlands, Slovenia and Turkey

15

Months of research on the ECOPSI programme, mapping and evaluating current and future state of European communication practice

THE RESEARCH PROGRAMME

Literature study

Quantitative research

Qualitative research

Knowledge

Skills

Personal attributes

2 Strands

PR research across Europe is dominated by two strands of research; I) Professionalisation and II) Communication management and "doing" PR

71.7%

The percentage of respondents working on the first or second level of the communication hierarchy as heads of communication, unit leaders or agency CEO's

COMPAS

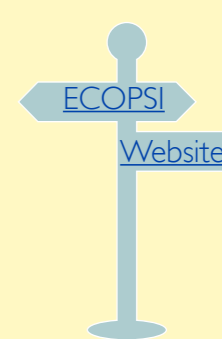
In-depth interviews were used to evaluate the ECOPSI communication role matrix. Six broad managerial competencies (under the acronym COMPAS) comprised of input components knowledge, skills and personal attributes were evaluated

Competencies

ECOPSI Communication role matrix

More information on the ECOPSI website; summaries, reports, diagnostic tools will be made available on the website. Engage ECOPSI. See the website for details about the programme and follow us on Twitter and LinkedIn for more information.

Visit us at: www.ecopsi.org.uk



GENERAL FINDINGS OF ECOPSI RESEARCH

There is **little organized life-long learning** or evidence of recognized CPD pathways and the value of formal undergraduate and postgraduate education is questioned. The profession needs to challenge both what Communication and PR education currently consists of and how it is delivered.

Models of coaching and mentoring within the sector need to be devised and shared in an attempt to offer more formal, organised and supported career development that is on-the-job



Social Media knowledge may be an acknowledged weakness that people feel they need to improve in, but this does not mean that most practitioners want or need practical skills or training in this area. What **the majority feel they need is greater understanding of its strategic application.**

The value of observing others and learning from them is noted. Networks and Forums are a recognized support for practitioners at senior and lower levels but there may well be a gap in the middle ranks where professionals are more guarded of sharing knowledge, experience and weaknesses.