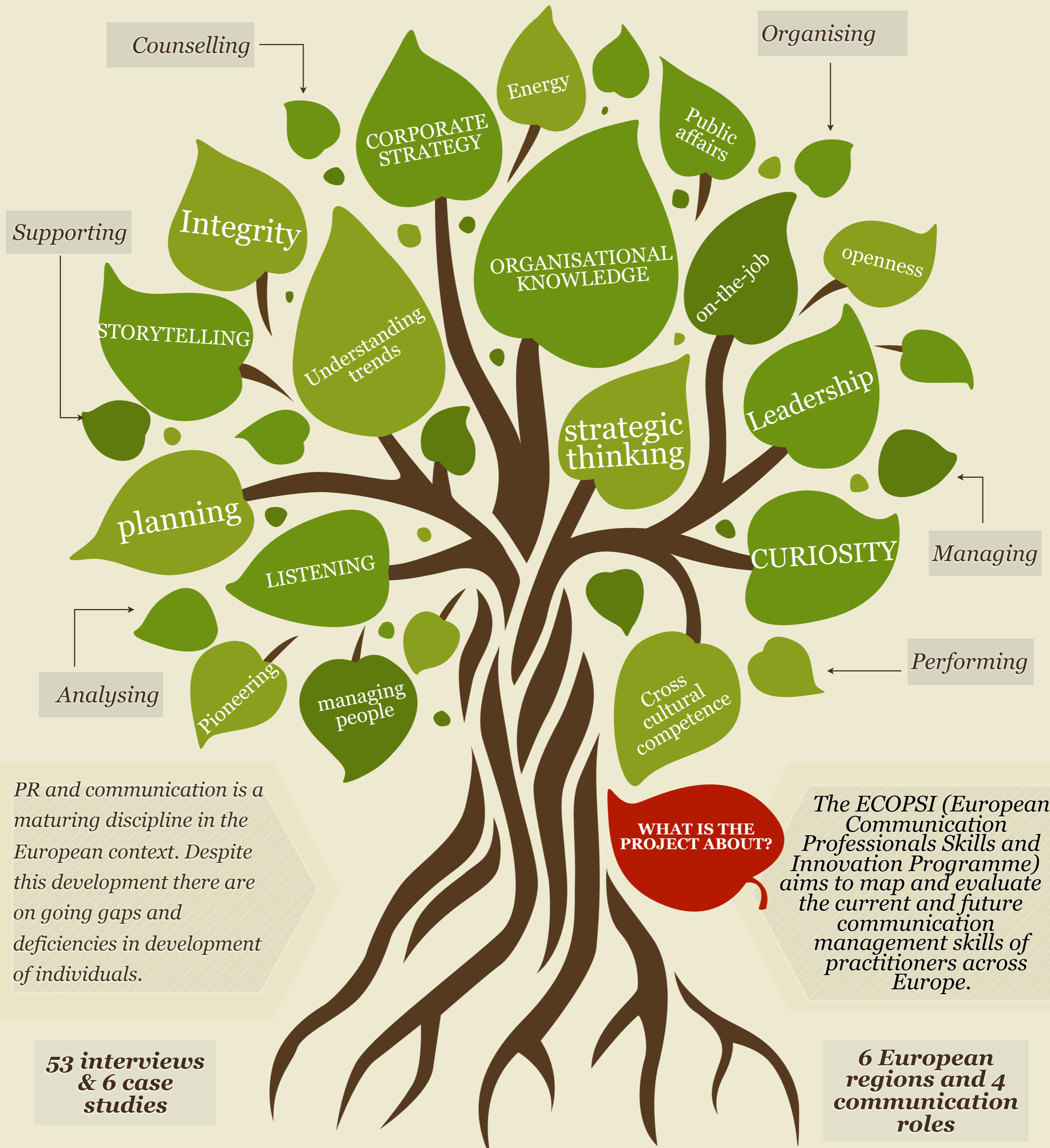


TREE of COMPETENCY



WHAT IS THE PROJECT ABOUT?

PR and communication is a maturing discipline in the European context. Despite this development there are on going gaps and deficiencies in development of individuals.

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

53 interviews & 6 case studies

6 European regions and 4 communication roles

COMPETENCIES

KNOWLEDGE

SKILLS

PERSONAL ATTRIBUTES



Communication matrix

