

The strengths of a chain

**How crossborder networks can
enhance your career**

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Crossborder networks in Communication

- EU becomes more central for organizations in legislation and creating opportunities
- Globalization
- Information and Communication technology makes that organizations and consumers easier can access foreign markets and buy foreign products or services
- For large projects, organizations are obliged to have an open competition, to make access to a foreign market possible

Academia

- Scholars at Universities in large part of Western Europe have to publish in international, peer reviewed journals
- There are a lot of conferences, worldwide where scholars present recently finished research
- EU research funding also becomes more focussed on projects with researchers from different countries

Academic (corporate) communication conferences 2007



1. International Communication Association (ICA), May 24 – 28, San Francisco USA
2. Corporate Reputation Conference, May 31 – June 2, Oslo, Norway
3. Corporate Communication Institute Conference, June 1st – 4th, Wroxton, UK

4. ECREA, Organizational Communication, Bucarest, Romania, June 7th – 10th

5. The 14th Bledcom conference Public Relations Symposium, July 6th – 8th, Slovenia

Membership International Associations (Merckel, 2007)

- Professionals in the survey presented yesterday are +/- 40% of the cases member of a National Association
- Only 8.8% are member of an International Association

Trends in the Netherlands (Elving & Van Ruler, 2005)

- Enormous growth of communication management in the last 10 years of people working in the field (from 44,000 to 90,000 full time workers)
- An increase of female communication managers; the 'glass ceiling' seem to be disappearing/has disappeared
- An increase of professionals with a communication background.

Trends in the Netherlands (2)

- Education within communication is rated by 45% as important; 29% find it unimportant what background new employees have
- Communication management is a truly serious profession → 60% find this true; 15% untrue
- Research is essential 45% yes, 26% No
- Scientific research is still underdeveloped → 53% agree, 17% disagree

Trends in the Netherlands (3)

- Professionals/communication managers with a communication background identified themselves more with the communication field than those professionals / communication manager who did NOT had a communication background

Emerging issues (the Netherlands)

1. Positioning and profiling of our discipline (150x)
2. Knowledge sharing, dissemination of knowledge and professionalizing (78x)
3. More focus on receivers and environmental, issues management, interactive policy development (government) (73x)
4. Information and Communication technologies (71x)
5. Accountability and Return On Investment: showing the value of the profession (66x)

Emerging trends (worldwide)

- Corporate Social Responsibility
- Return on investment
- Professionalism and positioning of the discipline
- Communication during change (including Mergers & Acquisitions)
- Integrated Communication
- Globalization
- Use of information and communication technology

Crossborder networks Emerging questions?

- What do we need to know?
- Do professionals need crossborder networks?
 - Why is membership of international associations so low??
- How can knowledge sharing be stimulated
- How is the profession organized in the other EU countries.
- What regulations might be of interest when 'going abroad'.
- What kind of institutions, organizations already exist (EACD, ECREA)