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FACTS &
FIGURES



BREAKING UP IS HARD TO DO

What can communicators take
away from Brexit?

[read more...](#)

Welcome to the September issue of Communication Directory,

Months after the United Kingdom voted to part ways with the European Union, questions are still raging about the rights and wrongs of the campaign leading up to the vote.

During the 2016 European Communication Summit held in July a diverse panel was assembled to debate the effectiveness, ethics and outcomes of the communication strategies involved by both sides in the Brexit campaign. In this month's Communication Directory newsletter, we present some highlights of this sincere and impassioned discussion.

Dissatisfied Brits are not the only ones looking to move on: this month's Facts & Figures shows how today's organisations have to handle a loyalty crisis in their younger employees if they want to keep millennial workers in their ranks.

We also showcase the latest personnel changes, events and job opportunities in European communications. Communication Directory is aimed at you, the professional communicator, so please share any feedback you have for us at info@communication-director.com or through our social media channels.





PERSONNEL CHANGES



🇫🇷 Aviva promotes Thibault de Saint Simon

Thibault de Saint Simon has been entrusted with the management of communication and sustainable development at British insurer, Aviva. His remit includes corporate communications, media relations, internal communication ... [+](#)



🇳🇱 Marjolijn Meynen moves to de Bijenkorf

Marjolijn Meynen is leaving Rijksmuseum and has joined De Bijenkorf as director of communications and marketing. Meynen has been head of communications and marketing at the Rijksmuseum since 2008. She was responsible for ... [+](#)



🇪🇸 Kowalski replaces Pariente at Gas Natural

Alejandro Kowalski is replacing Germán Pariente as director of communications and external relations at Gas Natural Fenosa. Kowalski is a specialist in corporate communication at an international level with extensive ... [+](#)



🇩🇪 Bosch establishes presence in German capital

Bosch Corporate Communications has extended its operations to Berlin, one of Germany's key media hubs. The Bosch marketing expert Marc Zolnai has been based at the company's liaison office in Berlin since the beginning ... [+](#)

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🇷🇴 Ciolos nominates Popescu as minister of communications

Romanian Prime Minister Dacian Ciolos has nominated Delia Popescu as Minister of Communications and for Information Society. Popescu has been active in the e-government sector since 2003 and was involved in the ... [+](#)



🇮🇹 Safioleas chosen for key communications role

Rome's 2024 Olympic bid announced the appointment of Stratos Safioleas as strategic advisor for communication, international media and social media. A veteran in representing Olympic host city bids and international sport ... [+](#)




🇧🇪 Cefic boosts communications with industry native

To reinforce its public affairs team, Cefic, the EU chemical industry council, has welcomed on board Irene van Luijken as its new communications director. Following on from the recent appointment of Aaron McLoughlin as executive ... [+](#)



Climate-KIC head of communications moves on

Angela Howarth, head of communications at Europe's climate innovation initiative Climate-KIC, is leaving the EU partnership to focus on consultancy opportunities. Based at Climate-KIC's London headquarters, Howarth led a ... 

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JOBS



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Danfoss

Marketing Communications Director

Location: Vejle



Tim Hortons

Director Communications

Location: Baar



Food and Agriculture Organization of the United Nations

Deputy Director, Office for Corporate Communication

Location: Rome



MSCI

Head of corporate communications

Location: London



Microsoft

PR Manager Ukraine/Georgia/Moldova

Location: Kiev



Wizz Air

Communications Manager

Location: Budapest



Nordea

Digital Communication Advisor, Group Internal Communications

Location: Copenhagen/Stockholm



European Power Exchange SE

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Breaking up is hard to do

What are the lessons communicators should take from Brexit?

At this year's European Communication Summit, a special panel discussed lessons learned – or not, as the case may be – from the Brexit vote. The following are edited highlights from the wide-ranging discussion. [read more](#)

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EVENTS



12.09.2016, London

Design Thinking-Storytelling for Success

****Communication Director readers get 15% discount**** We listen to stories from the day we are born, and as soon as we can put a ... [+](#)



12.09.2016, Berlin

Crisis Communication

Quadriga's 4th Crisis Communication Conference, taking place September 12 and 13, 2016 in Berlin, will focus on three important steps of ... [+](#)



07.10.2016, Amsterdam

Internal Communications Camp

Attend the Internal Communications Camp and adopt cutting-edge leadership skills, lead and manage sustainable change, facilitate ... [+](#)



11.10.2016, London

How technology impacts communications

Join the European Association of Communications Directors in London for the latest in our series of #eacd10 anniversary events, where we'll ... [+](#)



20.10.2016, Brussels

EuroPCom 2016

EuroPCom, the European Conference on Public Communication, is the meeting point for communication managers and senior experts from local, regional, ... [+](#)



FACTS & FIGURES



Companies face employee loyalty challenge

Two-thirds of young employees globally are planning near-term exits from their current employers. According to the 2016 Millennial Survey, millennials in emerging markets are the least loyal to their current organisations with, for example, 76 per cent of participants in India expecting to move on in the next five years. In comparison 60 per cent in Western Europe expect to leave in [read more](#)

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