

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOBS

ARTICLE

EVENTS

FACTS &
FIGURES

INNOVATION IN METRICS

How measurement of reputation, brand and digital ecosystems is strengthening organisations

[read more...](#)

Welcome to the June issue of **Communication Directory**,

In 2016, the *Global Intangible Finance Tracker* showed that more than 50% of the total value of an organisation lies in its intangible assets and resources. A major intangible indicator is reputation – the domain of the professional communicator.

Our feature article this month explores the developments in measuring assets related to brand and reputation and how this will help demonstrate that winning respect, trust and support from stakeholders is crucial to driving value.

Facts and Figures, our monthly look at what studies and reports are revealing about the world we work in, indicates a decline in global employee engagement levels, bucking a trend of the past five years.

Keep reading below also for our regular sections covering job vacancies, events and job appointments in European corporate communications. If you have feedback for us regarding the newsletter, you're welcome to contact us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



[AXA Group names new head of public affairs](#)

Insurance firm AXA Group announced that Jad Ariss, currently CEO of AXA Middle East and Africa, has been appointed group head of public affairs and corporate responsibility. Ariss started his career as a management ... [+](#)



[🇬🇧 New PR lead for energy provider npower](#)

Energy provider npower has promoted its senior PR manager (consumer), Zoe Melarkey, to head of PR. Melarkey has been at npower since 2005. She started off her career at Hill+Knowlton Strategies and has also held PR roles at MFI and ... [+](#)



[🇮🇹 Cattelan replaces Gibus for Faresin Building S.p.A.](#)

Alvise Cattelan has been appointed communications director at construction formworks supplier Faresin Building S.p.A. During his professional career Cattelan has held several positions in press and public relations including two ... [+](#)

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BOOK LAUNCH AND PANEL DISCUSSION

THURSDAY 29TH JUNE | 16:15 - 17:15 CET

FUTURE PROOF YOUR BRAND

DATA-DRIVEN INSIGHTS TO IMPLEMENT, MANAGE,
AND OPTIMISE YOUR BRAND PERFORMANCE

FOREWORDS BY KARL-LUDWIG KLEY AND RALPH HAMERS

MARC CLOOSTERMAN | LAURENS HOEKSTRA

REBRAND



[🇳🇱 Corbion appoints Tanno Massar](#)

Tanno Massar has started at biobased solutions provider Corbion as senior director corporate communications, reporting to CEO Tjerk de Ruiter. He joins from Hill+Knowlton Strategies, where he has worked since 2008 as a strategy ... [+](#)



[🇩🇪 Frommhold heads up Otto GmbH communications](#)

Martin Frommhold has recently been made press officer and head of e-commerce company Otto GmbH's communications department. Frommhold studied political science and business administration in Hanover and began his ... [+](#)

[🇪🇸 New external communications director at](#)



Disfrimur

Transport and logistics company Disfrimur has appointed former journalist Roberto Fuentes to take over their communication and external relations department. The purpose of the appointment is to enhance the company's brand ... [+](#)



IAA Romania has a new board

IAA Young Professionals Romania has voted in a new management team for the next two years. Radu Rotaru has been appointed marketing and communication director. Rotaru is a PR and communication ... [+](#)

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Focus: Collaboration

engage—share—connect

29 & 30 June 2017
Brussels



JOBS



Elsevier

Vice President Digital Communications and Audience Engagement

Location: Amsterdam



Fira Oy

Vice President Marketing and Communications

Location: Vantaa



Alfa Laval

Vice President Online Communications Manager

Location: Lund

ABInBev

Anheuser-Busch InBev

Director External Communications Global and Europe

Location: Leuven



International Federation of Pharmaceutical Manufacturers & Associations

Director Communications

Location: Geneva



EIT Digital

Head of Communications

Location: Brussels

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The advertisement for 'Prompter In-A-Box' features a dark background. At the top left is a white icon of a briefcase with three horizontal lines inside. To its right, the text 'PROMPTER IN-A-BOX' is written in a white, sans-serif font. Below this, there are two photographs. The left photo shows a person's hands holding a tablet computer that displays a list of text. The right photo shows a person's legs and feet next to a black, rectangular, hard-shell carrying case with a handle and a small logo on the side. At the bottom of the advertisement, the website address 'www.prompterinabox.com' is written in a white, sans-serif font.



ARTICLE



Innovation in metrics

Measuring the role of intangible assets in generating value

We live in a new economic era, one in which organisations no longer compete solely on financial variables, but strive to win the respect, trust and support of their main stakeholders – employees, clients, potential clients and society in general – as it is they who guarantee their long-term survival. [read more](#)



EVENTS



09.06.2017, Portugal

Competitive intelligence for business communications

As companies' gatekeepers, communication professionals are not only focusing on a daily basis on how to enhance trustworthiness, confidence, ...



13.06.2017, Warsaw

Fake News, real threats - communicating in the post-truth era

Building on the discussion from Communication Director magazine 01/2017, the European Association of Communication Directors (EACD) will host a ... [+](#)



28.06.2017, Brussels

What is the Europe I want to live and work in?

This workshop will enable you to bring your ideas, issues and perspectives to the ongoing discussion about the Future of Europe. This will be the ... [+](#)



29.06.2017, Brussels

European Communication Summit 2017

Following the 10th European Communication Summit we are going to take it to the next level. 750 peers from across Europe will be in attendance with ... [+](#)



Employee engagement dips

Global employee engagement levels have fallen from 65% in 2015 to 63% in 2016. The Aon Hewitt 2017 Trends in Global Employee Engagement report reveals the first drop in employee engagement since 2012. There are differences across regions with some areas in fact seeing an increase in employee engagement. From 2015 levels, employee engagement in North America has decreased... [read more](#)

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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