

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

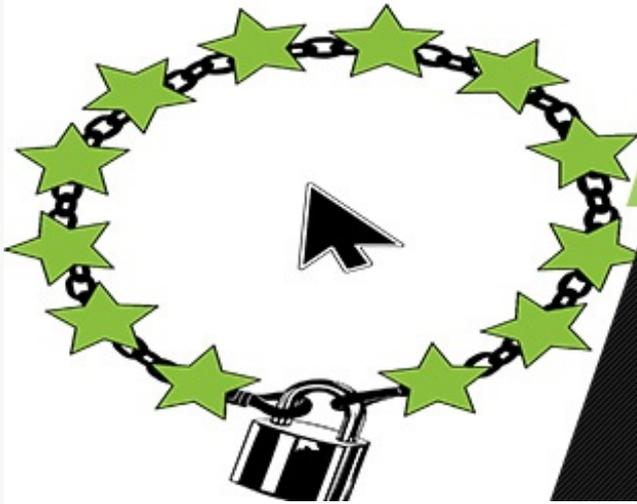
PERSONNEL

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FACTS &
FIGURES



THE REAL IMPACT OF GDPR IS ABOUT TO HIT

Compliance with GDPR needs to be clearly communicated, otherwise there will be big trouble - and big fines - ahead.

[read more...](#)

@@RECIPIENT_ADDITIONAL1@@,

Described by The Economist as “the greatest shake up in privacy legislation for over 20 years”, the General Data Protection Regulation (GDPR) is the European Union’s comprehensive update of its data protection and privacy rules. It requires organisations to conduct a 360-degree analysis of the ways they handle data, and, if that analysis is to stand up to scrutiny and inspire stakeholder trust, the communications function must be involved. This month's article - taken from the latest issue of Communication Director magazine sets out the main areas where the GDPR will impact the way your organisation handles data, and the measures that will need to be taken to avoid hefty fines. But, as the article makes clear, GDPR call for a change in culture as much as careful compliance, and this is where the communications function is primed and ready to lead.

On the subject of inspiring trust: are we witnessing green shoots of revival in trust in public institutions? The latest Edelman Trust Barometer cautiously suggests some signs of hope - trust in experts like academics, financial analysts and technical experts is on the up. However, earning trust can be increasingly complex and often paradoxical - this month's Facts & Figures section offers some specific and tangible actions corporate communicators can take to help make this happen.



PERSONNEL CHANGES

WorldGBC appoints Angela Howarth

The World Green Building Council (WorldGBC) has appointed Angela Howarth as their new director of marketing and communications. Howarth is a strategic marketing and communications professional, with almost 20 years’ experience. ... 



Airlines for Europe hires new communications chief

Jennifer Janzen has joined European airline lobbying group, Airlines for Europe (A4E), to head up its internal and external communications. Based in Brussels, she replaces Aage Duenhaupt, who has held the position since the launch ... [+](#)



Barkauskaite to manage communications at KN

Orinta Barkauskaitė has begun her duties as the head of communication at KN (AB Klaipėda nafta), an operator of oil products and liquefied natural gas terminals in Lithuania. Barkauskaitė has been working in the ... [+](#)



Boozt AB employs Anders Enevoldsen

Boozt AB, who runs the successful online fashion portal Boozt.com, has employed Anders Enevoldsen as the new head of the company's investor relations team. Anders comes from a position as senior investor relations officer at Chr. ... [+](#)

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+ Ulla Parviainen heads up comms at Posti Group

Former head of media relations, Ulla Parviainen, is now in charge of the communications department at Finnish postal service, Posti Group Oyj. Parviainen began her career with the company in 2006 as senior communications manager. ... [+](#)



🇪🇸 New comms director at Ford Spain

Cristina Del Rey, previously director of human resources at Ford España, has been appointed director of communications at Ford España. Cristina Del Rey holds a degree in Economics and Business Administration from ... [+](#)



🇩🇪 Silke Rosskoth leaves Skoda Auto

After approximately two years, Silke Rosskoth will be leaving the Czech car manufacturer Škoda Auto and returning to Germany where she will replace Ulrich Betscheider-Kieser as head of product and brand communications ... [+](#)

+ Christian Gisi joins Hochschule Luzern

Christian Gisi has joined Hochschule Luzern (The Lucerne University of Applied Sciences and Arts) as its new head of marketing and communications. After intermediate positions in the field of human resources and adult education, ... [+](#)



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ARTICLE



The real impact of GDPR is about to hit

No one can fail to have seen or heard of GDPR. But what it actually means for organisations is less clear. The implications reach far wider than the marketing or legal teams. It is not just a technical change so its meaning and implications need to be communicated otherwise there will be trouble, and big fines, ahead.

[read more](#)



EVENTS

28.02.2018

The EACD Dublin Debate

GDPR - The death knell for unsolicited media outreach? Many communication directors do not fully comprehend the extent to which they ... [+](#)

[Image: Future Proof Your Brand book](#)

23.04.2018, Darmstadt

Future proof your brand

After the successful session in London the EACD is happy to announce the next Coaching Day with VIM Group on how to "Future-proof Your ... [+](#)

30.04.2018, Amsterdam

Corporate citizenship

The EACD Working Group Corporate Citizenship would like to invite you to a meeting with Simon Henzell-Thomas, IKEA Group's Global Head of ... [+](#)



FACTS & FIGURES

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In experts we trust... again?

People may not have had enough of experts after all. Contrary to British MP Michael Gove's oft-quoted assertion, the general population increasingly considers voices of authority to be credible sources of information, after years of predominately relying on their peers. This is one of many surprising findings with far-reaching implications for communicators from the 18th annua [read more](#)

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