

EUROPEAN INTERNAL COMMUNICATION RESEARCH

FEIEA - ASCAI

UNIVERSITA' CATTOLICA DEL SACRO CUORE – MILANO

OBJECTIVES OF THE RESEARCH:

- To get an up-to-date picture of the **status and trends of internal communication in Europe** also by means of a comparative analysis between the participating Countries
- To ascertain the status of **internal communication inside each participating country**
- To assert the role of **FEIEA as an undisputed professional network, playing a leading role for the development of internal communications** in Europe.

TARGET

Companies in all FEIEA member countries plus France (professionals / agencies TBD according to country). Germany TBD also

AREAS COVERED BY THE RESEARCH

- Objectives and strategies of internal communication and key actors involved
- Planning, budget and investment
- Organizational approach (i.e. existence / positioning of a dedicated unit)
- Communication tools / social media
- Technology adoption and relevant impact
- Measurement systems (effectiveness)
- Employee engagement and correlation with internal communication initiatives
- Qualitative evaluation of the internal communication system: perception of the communicator and the internal workforce (communication climate)
- Diversity
- Development trends in Internal Communications

SURVEY TOOL

The research will be realized via an online questionnaire in English published over an open and commonly used survey web platform. Local associations will promote and support the filling of the questionnaire on a national basis



OUTPUT

- Pan European report with country specifics (see 2015 ABI research abstract attached)
- Excellent cases (on a European basis) may be explored also

TIMETABLE

- October - November 2016 – Presentation of the project (Council Meeting to be held in Lisbon on the 25th of November).
- December 2016 - February 2017 - Questionnaire definition and approval.
- March 2017 – April 2017 – Questionnaire delivery to all members.
- June - July 2017 – Data Analysis and report elaboration
- 2017 GRAND PRIX - Results Presentation.
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EXPERT PANEL

The research is going to be designed, administered and finalized by Università Cattolica del Sacro Cuore, Milano, Italy.

The Head of the research is professor Roberto Nelli, currently teaching *Communication and Corporate identity* and *Communication and event marketing* courses at Università Cattolica

He is also Head Scientist of the *LAMCI - Research Lab on the International Meeting Industry* at the School of Economics and International Relation of Università Cattolica

He performed various communication and marketing researches for both public institutions and corporations and he currently accounts for some 20 scientific publications on internal communications

BUDGET

Costs for the research are going to be bore by ASCAI in terms of:

- Development of questionnaire (in English) and platform management
- Data analysis
- Final report (in English) made available to all participants

Should a country/association in-depth analysis be required, relevant costs will be evaluated according to the request and charged separately as should be proportioned to the size of the sample surveyed in each country and to the support obtained by the local association.