

Latest surveys show
that 3 out of 4 people
do not pay attention to
speeches during a cocktail...

Show us that you are
the 1 out of 4
who does!



EUROPEAN FEDERATIONS SURVEY 2007

"Interest groups in a global context"

ORGANISED BY



IN PARTNERSHIP WITH



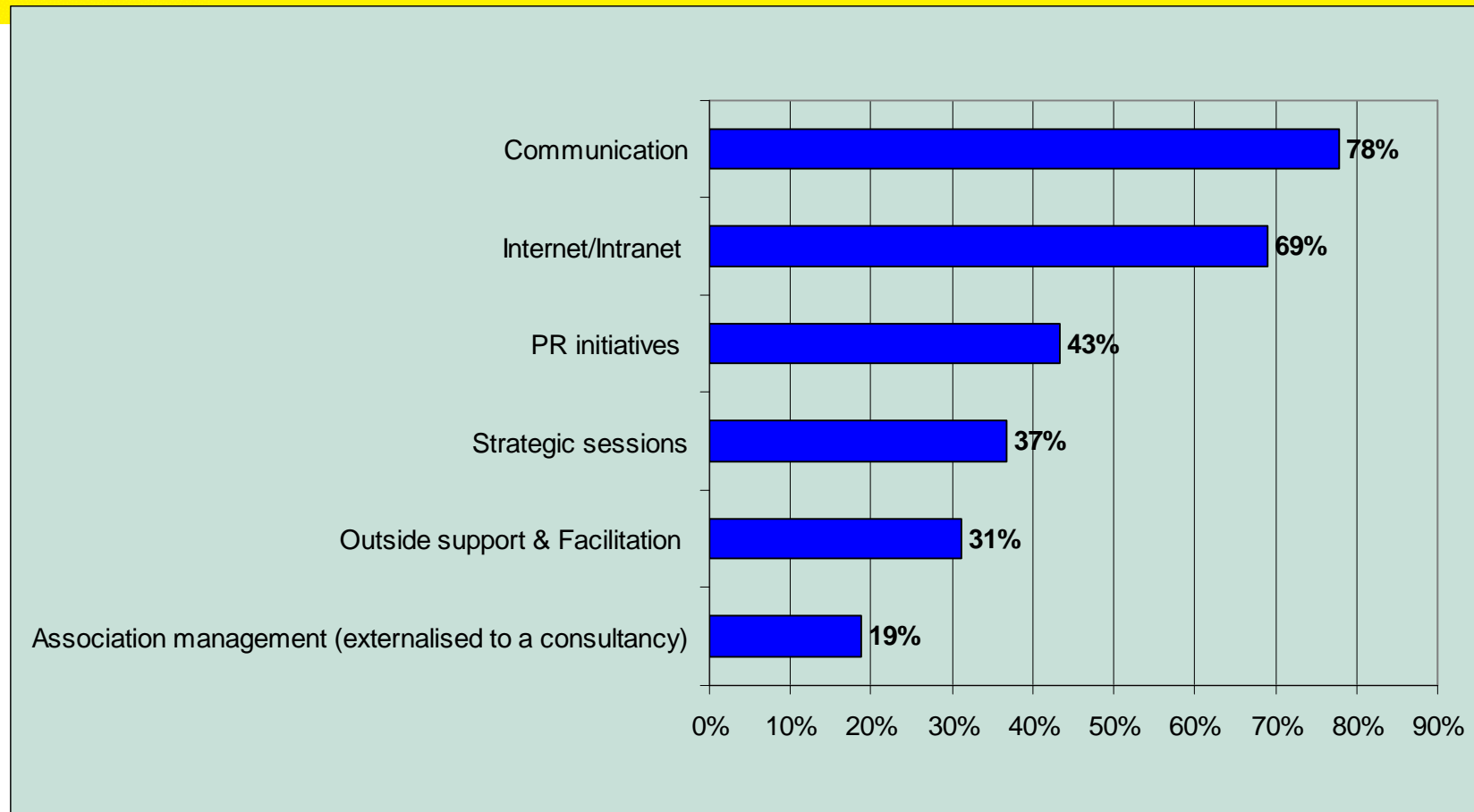
METHODOLOGY

- ü **Target: European Federations**
- ü **Distribution of the survey: via email**
- ü **Response: online**
- ü **Survey period: 23 Nov. 2006 – 1 Feb. 2007**
- ü **Number of respondents: 98 (therefore it is not a scientific, but only a qualitative and indicative survey)**

EXECUTIVE SUMMARY

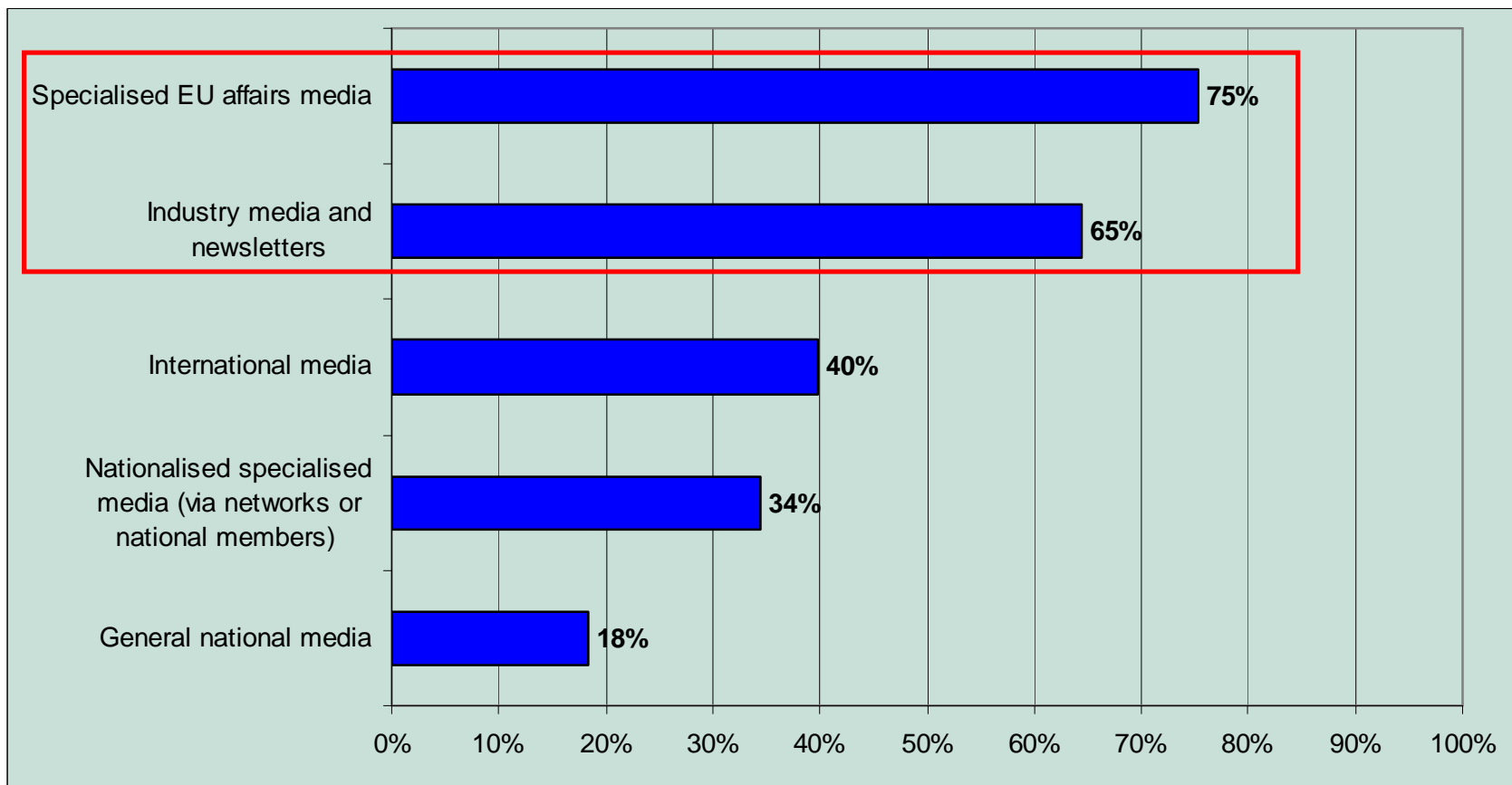
- **Media:** federations' media relations rely mainly on co-operation between Brussels and the capitals. Federations also understand that online communication of policy positions is key to increasing media attention
- **Lobby/PA:** only a minority of respondents have changed their membership and other priorities following EU enlargement
- **Governance:** the success of the organisations is measured mainly in terms of growth of membership and access to decision-makers
- **Associations going global:** the most important factors to become a global association are relations with the relevant national/European/global institutions and the membership base

For which of the following areas do you have a standard budget line?



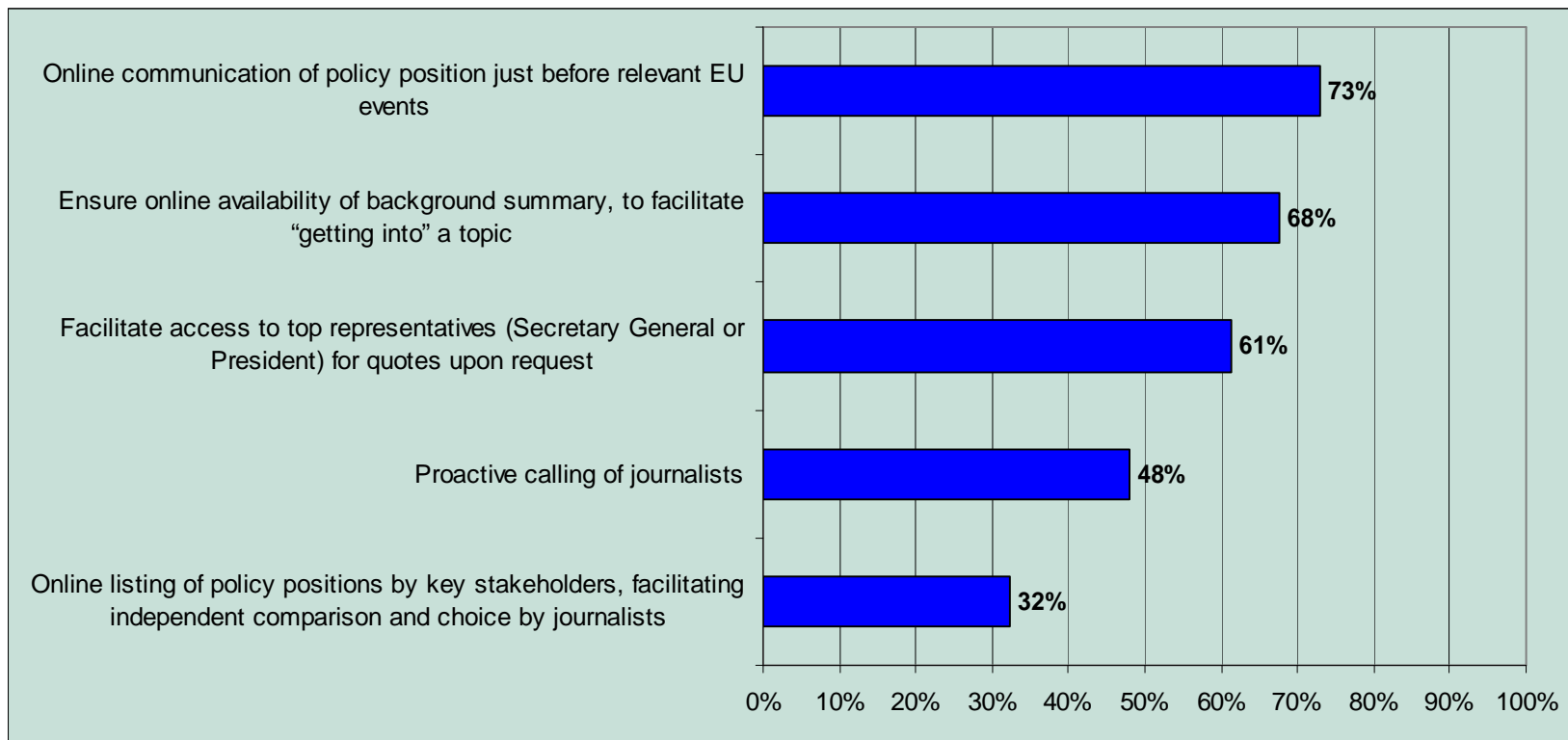
- The leading budget lines for external tools are those for communication and intranet/extranet.
- Association management is used by 1/5 of respondents.

In your external communication which media are more relevant?



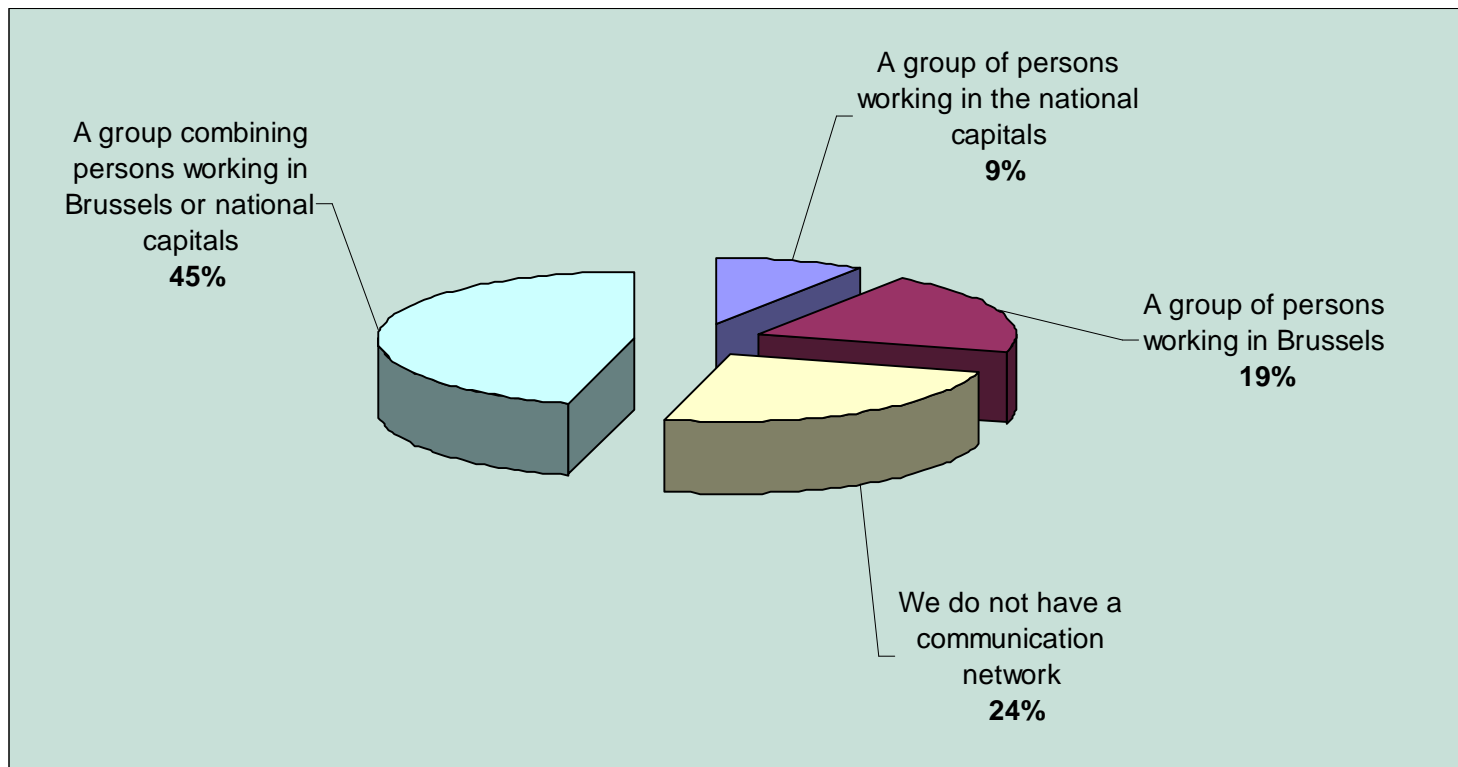
EU-specialised and industry media are more relevant than international and national media

What would you be ready to do in order to trigger more attention from the media?



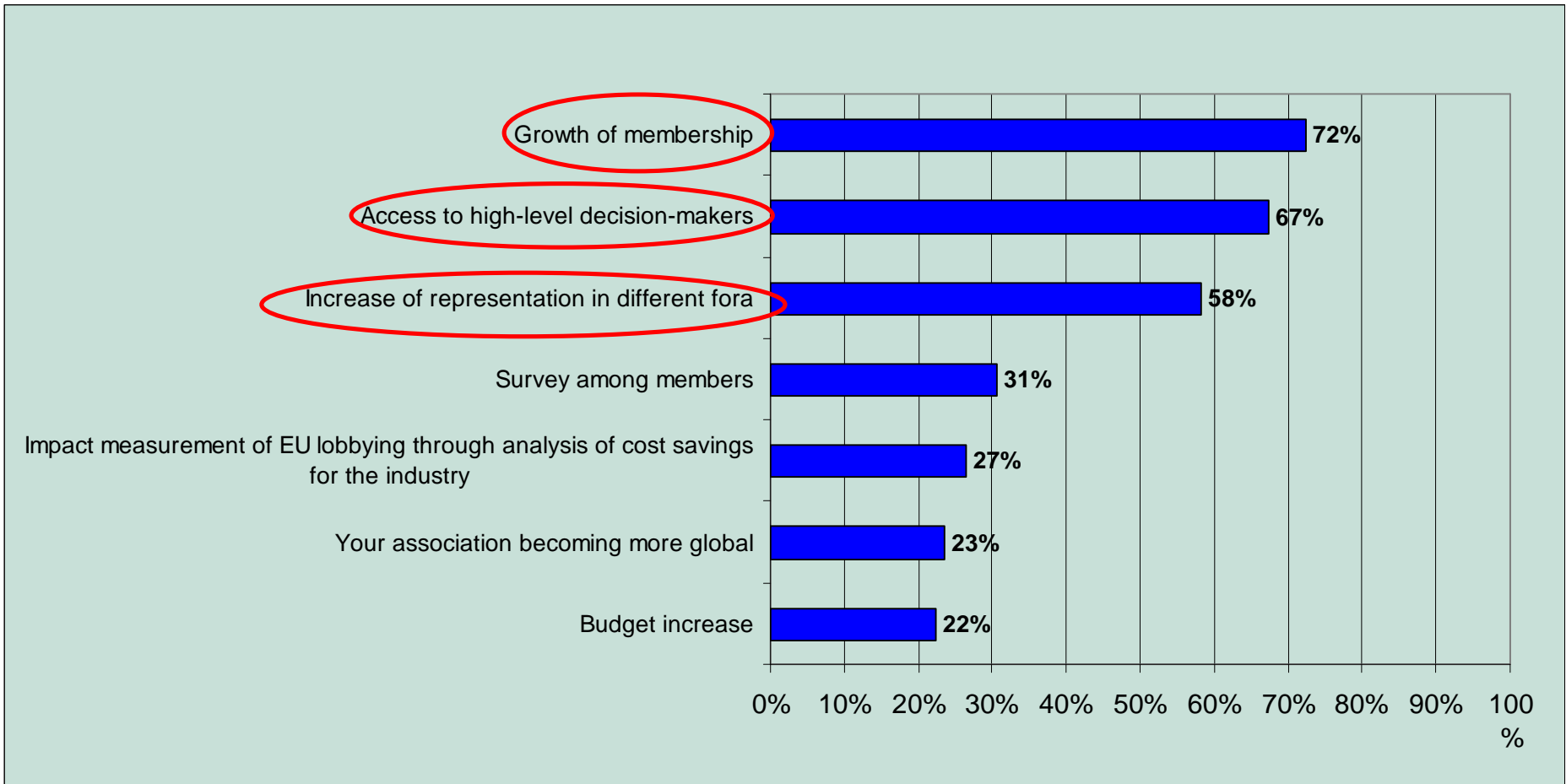
Both federations and journalists understand that online communication of policy positions is key to increasing media attention

How does your industry organise its network of people responsible for press relations?

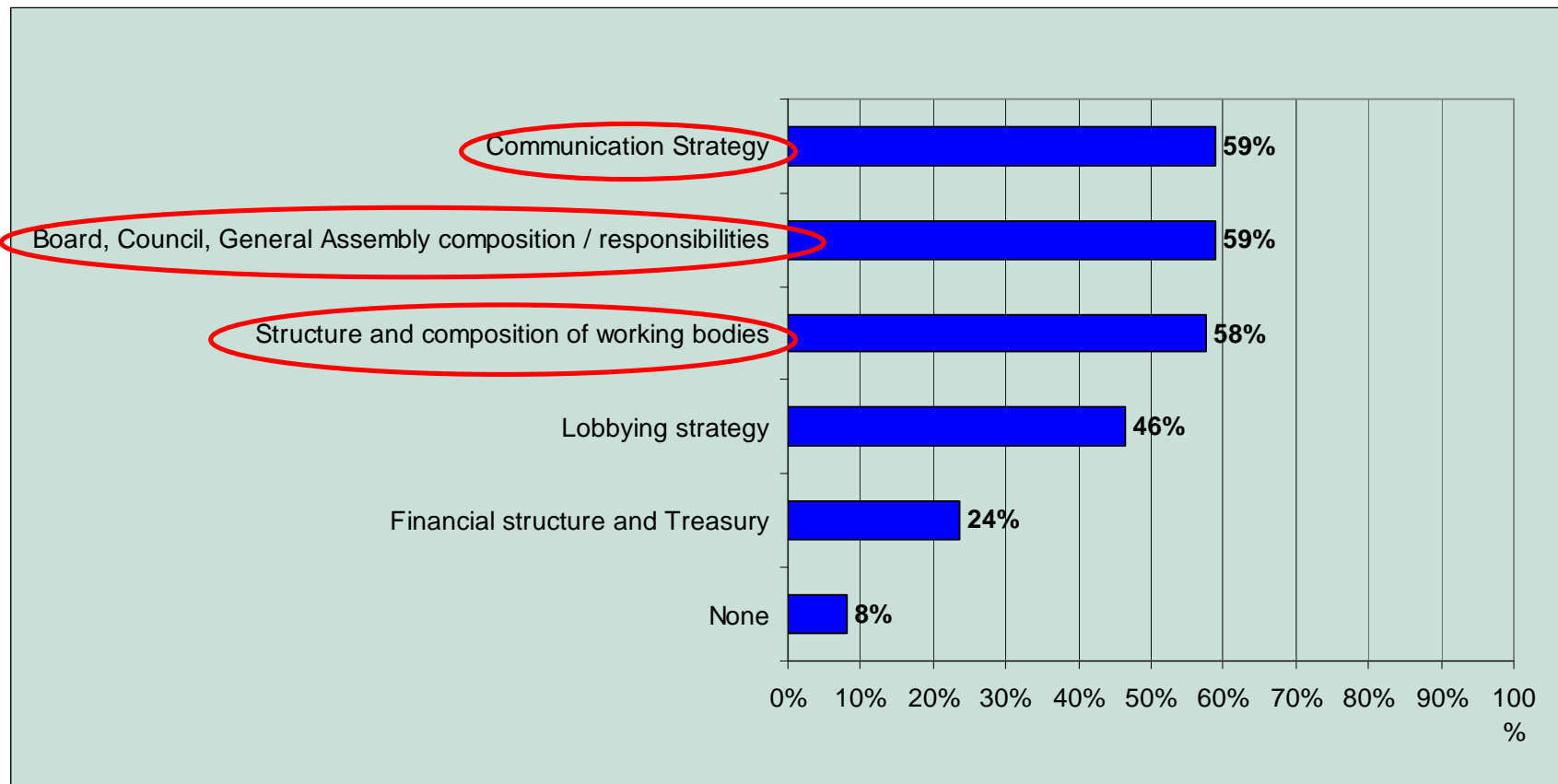


Nearly $\frac{1}{2}$ of respondents use a combination of Brussels and national networks to communicate, while $\frac{1}{4}$ have none

How do you measure the success of your organisation?

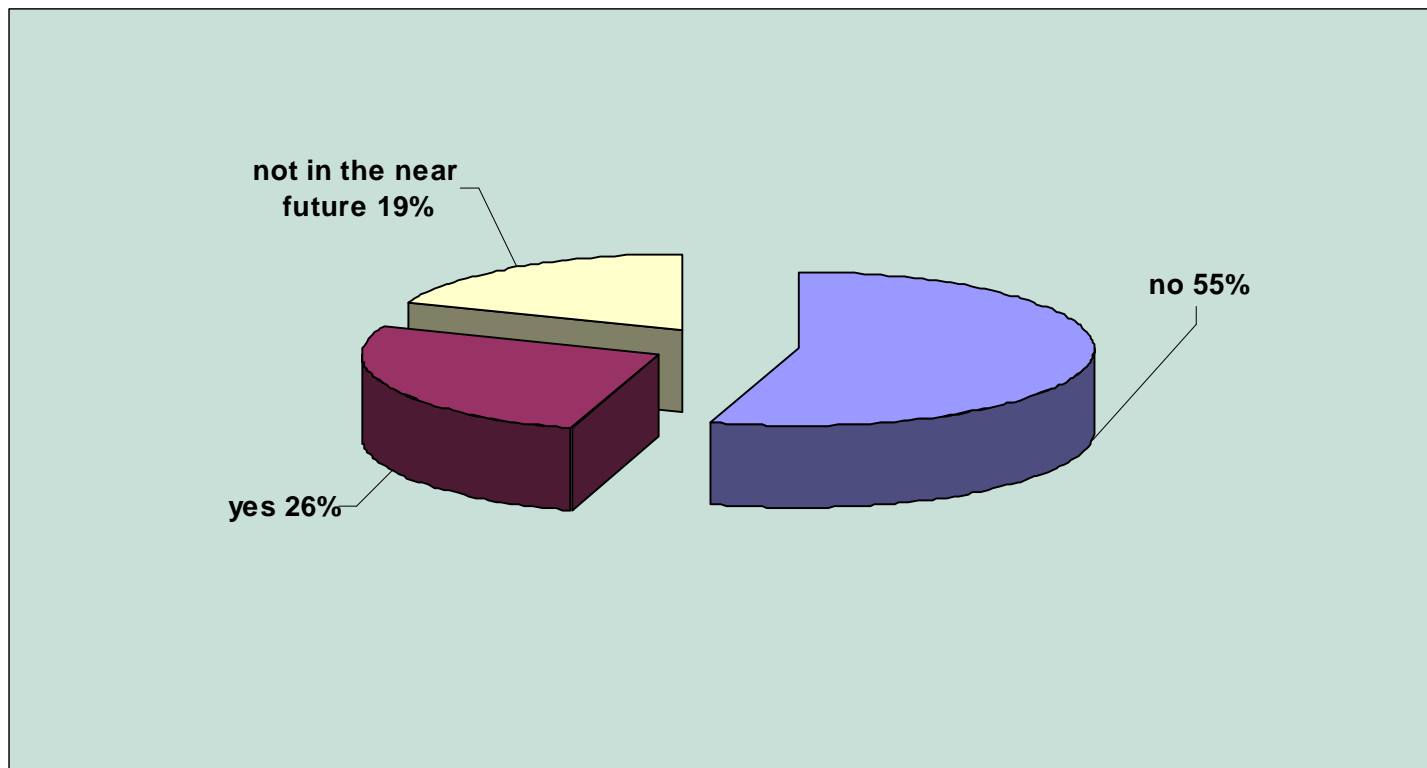


Which type of governance structure revision did you do in the last 2 years?



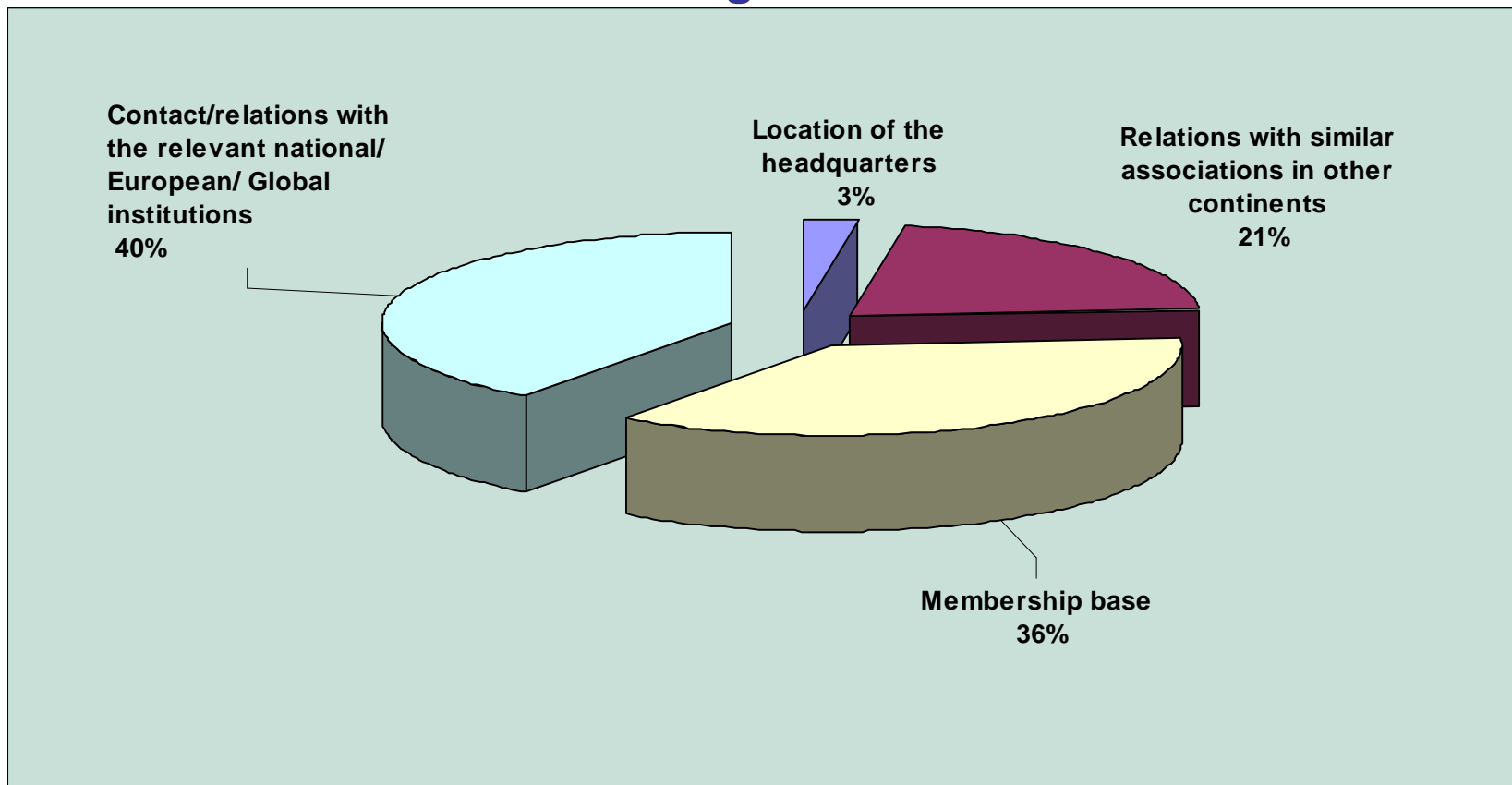
- Working bodies are often renamed or revised
- ½ of respondents have also changed their communication or lobbying strategy

Does your association aspire to become a global association?



1/4 of respondents intend to become a global association

What do you see as the most important factor to becoming a successful global association?



Almost equally important are “contacts and relations with the relevant national/European/global institutions” and “membership base”

Questions, comments, criticisms?

Contact:

Christophe Leclercq: publisher@euractiv.com

Alfons Westgeest: info@kelleneurope.com

Interested in the full survey results?

Contact: pr@euractiv.com