EUROPEAN ASSOCIATION OF COMMUNICATION DIRECTORS

+32 232 025 30
info@eacd-online.eu
eacd-online.eu
EACD on LinkedIn

Version Sep 2026

Partnership opportunities 2027

Connect with Europe's communication leaders – at the **EACD summit** (June 24-25) and throughout the year













“

At EACD, we believe the strongest partnerships bring new perspectives, expertise and energy to our community. By connecting our pan-European network with organizations that share our ambition for excellence, we can advance knowledge, inspire better practice and shape the future of communication together.

Shanna Wendt,
EACD President



















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EACD at a glance

Shaping the future of communication

Founded in Brussels in November 2006, the European Association of Communication Directors (EACD) is the **only non-profit pan-European organization for communication professionals**. It was established to promote diversity, overcome cultural barriers and formulate communicative norms to ensure quality and foster professionalism in communications.

The EACD wants to attract, inspire and engage current and future communication leaders to drive excellence in our profession.

Network
in the communications profession across Europe

Visibility
With our network of current and future communication leaders across Europe



Decision makers
Communication leaders representing various industries among the EACD members

Access
To members, who are influential leaders and decision-makers in their organizations and the field of communications



Connected
Flagship events, research, education, newsletters and more

Impact
Promotion and engagement opportunities on platforms for networking, exchanging insights, conducting research, deepening expertise, and sharing best practice



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Meet the EACD Board

EACD Board members actively drive the development of the EACD by taking the responsibility for different workstreams



Shanna Wendt
EACD President, Partnerships
Vice President of Communications
Coca-Cola Europacific Partners



Dennis Larsen
Summit Program, Non-Commercial Partnerships & CODI
Managing Director
Linq Advisors



Susan Kelly
Country Chapters & Awards
Independent Strategic Communications Consultant



Lisa McCooey
Country Chapters, CODI
Global Head of Crisis Communications, Corporate Affairs
Nestlé Group S.A.



Tereza Urbankova
Content and Marketing
Senior Manager, Global Media Relations, Group Communications
Boehringer Ingelheim



Ashish Babu
Summit Agenda, Partnerships
Chief Marketing & Communications Officer – Global Markets
Tata Consultancy Services



Oksana Rudiuk
PR Director
American University Kyiv



Carina Hauswald
EACD Treasurer, Partnerships
Managing Partner
Globeone



Phil Riggins
Membership, Partnerships
Independent PR Consultant
Brand & Reputation Collective



Laurent Turpault
CODI
Director of Corporate Affairs
Heineken France



Henriette Viebig
Country Chapters
Head of Brand & Group Communications
Körber



Rui Veras
Content and Marketing
Marketing and Communications Manager
TotalEnergies Corbion



Katharina Auer
Membership, Non-commercial Partnerships
Head of Internal, HSE, Suppliers & Partners Communications; Head of Communications Business Solutions
Hitachi Energy Ltd

Our network across Europe

Our network connects local expertise with a **pan-European perspective** strengthening our community in every country. Our network is constantly expanding into new countries and bringing new voices into the EACD community.

DENMARK


Trine Bastian


Peter Stendal

FRANCE


Marine Carrié


Quentin Thieulin

GERMANY


Arne Kötting

GREECE


Yannis Freris

HUNGARY


Andras Sztaniszlav

IRELAND


Shane Kelly


Martyn Rosney

ITALY


Lorenzo Brufani


Eugenio Lanzetta

NETHERLANDS


Maartje Snellen


Francine Rutgers


Elvira Luykx

ROMANIA


Razvan Rosu


Elena Petescu

SWITZERLAND


Axel J. Schafmeister

UKRAINE


Pavlo Bilodid

UNITED KINGDOM


Fergus Campbell


Stephen Welch

NORWAY


Cathrine Torp

PORTUGAL


Ana Margarida Ximenes

** Network representation as of August 2026*

Two ways to partner with the EACD

1

EACD Summit 2027 (24-25 June) sponsorship

High-impact opportunities centered around EACD's flagship annual event in Europe

- Different summit sponsorship tiers for different levels of involvement
- Speaking, program & brand visibility opportunities
- Stand-alone activations and premium event exposure



2

Year-round opportunities

Ongoing opportunities to engage with the EACD community throughout the year

- Newsletter, website, editorial platforms
- Webinars, country chapter activations
- Flexible formats for continued visibility & engagement



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EACD Summit 2027 sponsorship



Join us on 24-25 June

At the EACD Summit, Europe's senior communicators and experts gather to explore how technology, geopolitics, and an increasingly polarized global discourse intersect with the need to protect corporate reputation, engage employees, and build societal trust.

Centered around a theme, the EACD Summit 2027 will bring together more than 200 communication leaders from across Europe in Brussels to connect, share insights, and debate the latest trends that shape the profession.

20+ years of impact

For more than two decades, the EACD Summit has been the well-recognized and trusted forum where Europe's communication community exchanges knowledge and fresh perspectives, builds relationships through meaningful dialogues and shapes the future of the profession.



Where

The EACD Summit 2027 will take place at **Cardo Brussels, Autograph Collection**, a centrally located hotel offering a modern and welcoming setting for the event. Its modern meeting spaces and accommodation will bring sessions, conversations and networking together under one roof.

What's in it for you

As a sponsor, your role can include supporting key elements of this annual event, such as interactive sessions or presentations, networking activities, and/or logistical requirements, e.g., venues.

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Our past sponsors
2025 & 2026



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scompler.
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Reputation Lab
1 CAMERA
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CamBuildr
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apco
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We.
CS&A INTERNATIONAL
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STAKEHOLDERWATCH
pressrelations
knowledge discovery
RSM
ERASMUS UNIVERSITY
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We're proud to partner with organizations across communications, technology, consulting & academia – join our growing partner community

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Experience the EACD Summit

Get inspired.
See the Summits in action.











Be part of what's next.
Join Europe's leading communication community.

Partner with purpose.
Let's create impact together. Explore partnership opportunities with the EACD.

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EACD Summit 2027
Sponsorship packages

Build your visibility. Shape the conversation. Drive impact.

	Bronze €4,000	Silver €10,000	Gold €15,000	Diamond €20,000	Signature €30,000
Availability	5 spots	3 spots	2 spots	3 spots	1 spot
Keynote	–	–	–	✓	✓
Session / workshop co-host	–	–	✓	✓	✓
*Participation in sponsored session **	–	✓		✓	✓
Logo visibility (Website, Summit Communications & App)	Small	Medium	Medium	Biggest	Special visibility
Logo visibility (On-screen & during breaks)	Small	Medium	Medium	Biggest	Special visibility
Logo visibility (Delegate lanyards)	–	–	–	–	✓
Post-Summit recognition (Logo / thank-you in the EACD Newsletter)	✓	✓	✓	✓	✓
Extended engagement opportunity (Webinar, local event, research)	–	–	✓	✓	✓
Exhibition space	–	–	✓	✓	✓
Opt-in participant contact list	✓	✓	✓	✓	✓
Social media promotion (before and during Summit	✓	✓	✓	✓	Special visibility
Company visibility at welcome desk (Branded materials and / or handouts)	–	–	✓	✓	✓
Complimentary Summit admissions	1	2	3	4	5
Complimentary EACD memberships (one-year)	1	2	3	4	5
Advertisement in CODI Magazine (post-Summit)	–	–	Half-page	Full-page	Back cover
CODI Magazine advertisement – stand-alone price			€1,800	€3,000-3,600	€4,200

Corporate Partner
Ticket-volume package – Price TBD
Ticket bands, number of admissions and volume discounts to be confirmed

** Note: Session length, format & composition at the program team discretion; may share a panel with other Silver-level sponsors*

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EACD Summit 2027
Exclusive opportunities



AWARDS

- Naming rights for 1 Award ceremony
- Bronze visibility benefits
- High-profile association with excellence and recognition

1 spot

€8,000

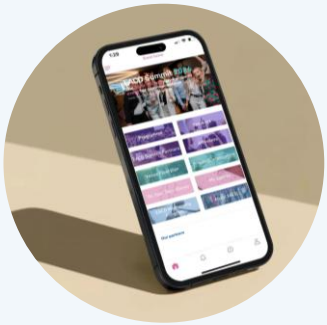


EACD SUMMIT 2027 DINNER *

- Exclusive hosting rights
- Bronze visibility benefits
- Branded experience throughout the evening

1 spot

€15,000



SUMMIT APP PARTNER

- Exclusive visibility as the official app partner
- Bronze visibility benefits
- Your brand in the hands of every delegate
- High daily engagement throughout the Summit

1 spot

€10,000

** Note: Separately available if not claimed by Signature Partner*

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Year-round partnership opportunities

**Stay visible.
Stay connected.
All year long.**



EUROPEAN COMMUNITY PARTNER

- Recognition on EACD website
- Feature in the CODI Magazine
- Involvement in 1 local chapter event
- Logo in Monthly EACD Newsletter
- 1 LinkedIn post

3 spots

€10,000/ year



DIGITAL HOME PARTNER

(build & maintain for 3 years)

- 3 year founding credit on the website
- Feature in the CODI Magazine
- Appreciation in the Newsletter

1 spot

Tbd.



COMMUNITY WEBINAR

- One-off EACD co-branded webinar; Standalone or Community Partner Add-On

Open

€2,000



CODI MAGAZINE ADVERTISING

- Print & digital ad packages (2x / year)
- Brand association & exposure to the EACD communications community

See sep. page

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CODI Magazine
advertising opportunities

Official publication of the EACD



With thought-provoking interviews, in-depth features, and pan-European insights, CODI is shaped by experts in the field. In a world where everything moves fast, the magazine is an essential read for those shaping reputation, narratives, and strategies across sectors. It gives communicators the perspective they need beyond the noise of the news cycle.

CODI is distributed twice a year – in limited edition to EACD members and digitally to the EACD community.

Placement	Dimensions (W x H)	Price (EUR)
Outside back cover	210 x 297 mm + 3 mm bleed	€4,200
Inside front cover	210 x 297 mm + 3 mm bleed	€3,600
Inside back cover	210 x 297 mm + 3 mm bleed	€3,600
Inside full page	210 x 297 mm + 3 mm bleed	€3,000
Inside half page	180 x 130 mm	€1,800
Online banner	600 x 200 px (max 150 kb)	€1,200

Advertise in CODI
Position your brand at the heart of Europe's professional communication community

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EACD e-newsletter
advertising opportunities

A trusted channel to connect with Europe's senior communication leaders – every month

Over 6,000 subscribers
Overall audience

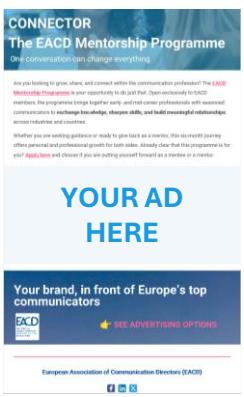
29% average open rate
High visibility for your message

5% average click-through rate
Strong engagement with content & ads

Monthly distribution
Last Thursday of every month

Format	Dimensions / resolution	1 placement	2 placements	3 placements
PNG file	1200 x 400 pixels	1,500€	2,850€ *5% discount*	4,050€ *10% discount*

Placement and pricing outside the scope listed above can be discussed. Please contact us with your requirements at info@eacd-online.eu



- Position your brand alongside high-value content
- Engage a senior, relevant, and influential audience
- Drive awareness, interest, and action

Advertise with us now
Secure your space in the next EACD e-newsletter

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Let's create impact together

For partnerships



Shanna Wendt

VP of Communications
Coca-Cola Europacific Partners

For partnerships



Carina Hauswald

Managing Partner
Globeone

For partnerships



Phil Riggins

Independent PR Consultant
Brand & Reputation Collective

CODI Magazine



Laurent Turpault

Director of Corporate Affairs
Heineken France

Non-commercial partnerships



Denis Larsen

Managing Director
Linq Advisors

Webinars & Newsletter



Tereza Urbankova

Senior Manager, Global Media Relations, Group Communications
Boehringer Ingelheim

Enquires
Reach out to us at info@eacd-online.eu

Let's start the conversation
Exploring the opportunities together