

FEIEA MEMBERSHIP ASSOCIATION SURVEY**Section 1 - Membership****1a) How many members are there in your association?**

AUSTRIA	210
BELGIUM	382
DENMARK	120
GERMANY	2,404 (Total membership of DPRG - no figure available for members working in internal communication)
ITALY	
PORTUGAL	109 (excluding students)
SLOVENIA	37
SWITZERLAND	201
UK & IRELAND	1064

1b) Some associations offer different forms of membership, for example, for individuals, companies, students and others. What categories of membership do you offer and what is the membership fee for each category?

AUSTRIA	Individual/Company member: €150 (additional company member: €75), Retired member: €30
BELGIUM	Individual member: €75, Trainee: €45, Retired member: €12
DENMARK	Individual member: €133, Retired member: €27
GERMANY	Individual member: €95-450 (depending on salary level), Early career (under 35): €123, Student: €40, Associate: €185, Company: €850-€3300, Retired member: €60
ITALY	
PORTUGAL	Individual member: €30, Company: €250 (Small/medium company: €100), Student: €Nil
SLOVENIA	Employed individual member: €100, Student: 20% discount
SWITZERLAND	Individual: SFR 90 (€55), Company: SFR 230 (€140)
UK & IRELAND	Individual (Associate/Member/Fellow): £170 (€249), Student: £25 (€37), Retired: £36 (€53), Group: fees vary according to number in group

FEIEA MEMBERSHIP ASSOCIATION SURVEY
Section 2 - Status, Structure and Governance

2a) What is your association's status in the law of your country?

2b) Is your association independent or is it part of another organisation?

	a)	b)
AUSTRIA	Non profit-making organisation	Independent
BELGIUM	Non profit-making organisation	Independent
DENMARK	Non profit-making organisation	Independent
GERMANY	Non profit-making organisation	The former Inkom is a wholly integrated part of Deutsche Public Relations Gesellschaft
ITALY		
PORTUGAL	Non profit-making organisation	Independent
SLOVENIA	Non profit-making organisation	Part of PRSS, the PR Society of Slovenia
SWITZERLAND	Non profit-making, professional body	Independent
UK & IRELAND	Non profit-making, professional body	Independent

2c) Is your association affiliated to other organisations apart from FEIEA

- for example, to other alliances or federations?

2d) If yes, please give the name(s) and type(s) of organisation?

2e) How does your association describe its professional sphere?

	c) and d)	e)
AUSTRIA	NO	Integrated communications
BELGIUM	NO, but co-operates with other communication bodies	Internal/Corporate comms.
DENMARK	NO	Internal communications
GERMANY	YES - affiliated to European PR Confederation (CERP) and International PR Association (IPRA)	Internal/Corporate/Integrated comms. PR & communications management
ITALY		
PORTUGAL	YES - affiliated to ACELP – Association of Institutional Communication in Portuguese Language (partnership with Brazilian ABERJE)	Internal communications
SLOVENIA	NO, but parent body PRSS is member of European PR Confederation (CERP) and Global Alliance for PR and Comms Management	Internal communications
SWITZERLAND	NO	Internal/Corporate/Integrated comms.
UK & IRELAND	YES - affiliated to International Association of Business Communicators (IABC, a professional association)	Internal communications

2f) How is your association governed?

2g) Does your association also have an Executive team to manage your association's business?

	f)	g)
AUSTRIA	President with Council board and managing director	No
BELGIUM	President with national Board, with roles filled on alternating basis by members of two independent but co-operating regional associations	Yes
DENMARK	A board and a president elected at the annual general assembly	No
GERMANY	President with 8-member Board	Yes
ITALY		
PORTUGAL	Board of Directors (5 members) is the main management body and it nominates its President; subsidiary organs are the General Assembly (with a board of 3 members) and the Audit Committee (3 members)	See f)
SLOVENIA	President and 7-person Executive team, with selected individuals asked to participate in particular activities	No
SWITZERLAND	President with Board (governing council)	Yes
UK & IRELAND	President (Chairman) with Council	Yes

2h) Who elects or appoints your Board members?

2i) For how long do people serve on your governing body before they need to seek re-election?

2j) How many times can their mandate (term of office) be renewed?

	h)	i)	j)
AUSTRIA	All members of our association	3 years	Twice (but at each election, 1/3 of Board must change)
BELGIUM	All members of the 2 regional associations		
BELGIUM	elect their own board.	2 years national, 4 years regional	No limit
DENMARK	All members of our association	President 1 year, Board members 2 yrs.	No limit
GERMANY	All members of our association	3 years	No limit
ITALY			
PORTUGAL	All members of our association	3 years	No limit
SLOVENIA	All members of our association	1 year	No limit
SWITZERLAND	President by general assembly, Board members by regional groups	No limit	No limit
UK & IRELAND	All members	1 year	No limit

2k) How often does your Board/Council meet?

2l) Does your association also have sub-groups (eg regions or specialist economic sectors)?

2m) If yes, tell us a little about this. For example, which cities/regions or special interest groups are represented in this way?

	k)	l)	m)
AUSTRIA	Every month	Regions	We try to have regional activities but not very successful as more than 50 percent of members are based in Vienna
BELGIUM	At least every 3 months	Regions	Two regional sub-groups, ABPE (French-speaking members), BVB (Dutch-speaking)
DENMARK	Every 2 months	No	
GERMANY	Every 3 months	Regions	Former West German states and newly-formed German states
ITALY			
PORTUGAL	Every month (plus subsidiary informal meetings)	Regions	An informal sub-group exists for the North region (Oporto). However, five working groups are put in place to collaborate with the Board of Directors.
SLOVENIA	Every 2 months	Regions	Training courses and round-tables held for regions around Ljubljana and Maribor
SWITZERLAND	Every 2 months	Regions	North West (Basel), Central (Berne), Goldcoast (Zurich), East (St Gallen/Bodensee), West (Lausanne/Geneva), South (Lugano)
UK & IRELAND	Every 3 months	Regions	Scotland, Ireland, Northern, Central, South West, Anglia (East) and London

FEIEA MEMBERSHIP ASSOCIATION SURVEY
Section 3 - Administration
3a) (Secretariat) How many paid or voluntary staff does your association employ to handle administration?
3b) If your association has no central staff, who manages administration?

	PAID	--- a) ----	VOLUNTARY	b)
AUSTRIA	One to two		None - but all board members help at times	
BELGIUM	None		3-5 from the Secretariat to form project groups	
DENMARK	One to two (Finance)		None	President and Secretary
GERMANY			245	Agency
ITALY				
PORTUGAL				Board of Directors. Accounts + book-keeping provided by external expert office
SLOVENIA	None		None	Secretary of PRSS, with help from SIK Executive members
SWITZERLAND	None (see 3b)			Svik office (outsourcing solution)
UK & IRELAND	One to two		Many members give their time activities freely	

3c) Does your association have a central office or headquarters?
3d) If so, are the premises owned or rented by your association?
3e) If not, where is administration managed?

	c)	d)	e)
AUSTRIA	Yes	Loaned rent-free by a corporate supporter	
BELGIUM	Yes	Postal address (see also e)	ABPE + BVB admin handled by respectively by two named members
DENMARK	No		President's address
GERMANY	Yes	Rented	
ITALY			
PORTUGAL	No		It is managed in the offices of the Board members' respective offices.
SLOVENIA	No	We use PRSS central office	
SWITZERLAND	No		Virtual office (Internet, PO Box, Tel, Fax, E-Mail) with immediate response
UK & IRELAND	Yes	Rented	

FEIEA MEMBERSHIP ASSOCIATION SURVEY
Section 4 - Services
4a) Which of these services does your association offer to your members?
4b) About how many members use each of these services (give a percentage for as many as you know)?
(x = service offered but no percentage shown)

	AUSTRIA	BELGIUM	DENMARK	GERMANY	ITALY	PORTUGAL	SLOVENIA	SWITZERL'D	UK/IREL'D
Conference	20%	10-15%	10%			50%	at PRSS level	40%	20%
Seminars	20%	10-15%	20%			25%	X	15%	10%
Training courses		10-15%	20%			10%	X	12%	10%
Awards competitions	30%	15-20%	20%	X		50%	X	20%	35%
Printed magazine		100%	100%	X		100%	at PRSS level	100%	100%
Electronic newsletter	100%	100%	100%	X		100%		60%	100%
Social/networking events	40%			X		30%	X	X	25%
Online forums	5%	10%		X				Coming soon	10%
Regional activities	1%	10-15%		X			X	20%	25%
Special interest group activities				X				X	
Personal coaching				X				1%	1%
Career advice	5%			X				1%	
Legal advice				X				1%	1%
Tax advice				X					1%
Professional insurance				X					
Medical insurance									
Job vacancy information	10%	100%		X			at PRSS level	X	1%
Other services:	See below	See below					See below		

(AUSTRIA)

Surveys to raise press/ public awareness of internal/integrated communications

(BELGIUM)

Services to students

X

Research

100%

Press card

100%

Discount at related events

5%

(SLOVENIA - at PRSS level)

X

Discounts on certain services

X

Library of PRSS publications and help with issuing books

X

Information about PR events in Slovenia and abroad

X

FEIEA MEMBERSHIP ASSOCIATION SURVEY**Section 5 - FEIEA****5a) What does your association value most about FEIEA?**

AUSTRIA	The international network, the academy, the press card, the Grand Prix
BELGIUM	"At this moment we do not state an added value"
DENMARK	The Grand Prix and the Press Card
GERMANY	The Press Card
ITALY	
PORTUGAL	European representation, knowledge and experience sharing, Grand Prix competition
SLOVENIA	No response given
SWITZERLAND	International networking, conferences/academies
UK & IRELAND	Contact and alliance with different European associations

5b) How do you think FEIEA could provide even more value to your association?

AUSTRIA	With the new annual report
BELGIUM	See 5c
DENMARK	
GERMANY	
ITALY	
PORTUGAL	By editing (electronic media) much more information, features, papers, articles, success stories, topics for discussions on the various communications fields subjects. By creating a real European network. By establishing a think tank on communications.
SLOVENIA	By providing results of research. Theoretical publications (from institutions, universities, associations) in our professional field from FEIEA member countries or broader. Advice for good practices. Information about professional conferences. Website: connection to member association websites.
SWITZERLAND	Research and joint projects
UK & IRELAND	Improving the FEIEA website as a site of shared knowledge; Improving the FEIEA press card so that it has status and relevance to our industry i.e. not a PRESS card!

5c) What new service(s) could FEIEA offer to your association?

AUSTRIA	
BELGIUM	<p>representation at EC</p> <p>information on the communication profession: 'European' calendar of events, seminars, conferences, etc.</p> <p>information on the other FEIEA member associations: how they deal with their mission</p> <p>list of FEIEA associations' own members of the FEIEA: networking</p> <p>establish an active and dynamic network (electronic and other) between the FEIEA member associations</p> <p>direct or encourage scientific studies/research/surveys on internal comms: create a benchmark/quality label</p> <p>provide FEIEA member associations with tools to support their activities or to inspire them in their functioning</p> <p>create network/cooperation with other Euro organizations from related sectors (HR, marketing, sustainability, CSR...)</p>
DENMARK	
GERMANY	
ITALY	
PORTUGAL	Services arising from ideas given in 5b)
SLOVENIA	
SWITZERLAND	Research and joint projects
UK & IRELAND	<p>Shared platform for learning.</p> <p>Network/links to other communication practitioners in other countries.</p> <p>A 'buddy' system for members doing similar jobs, or knowing who to speak to,</p> <p>if you need to manage communications from a different country</p>

5d) What new service(s) could FEIEA offer directly to your association's members?

AUSTRIA	
BELGIUM	FEIEA should give priority to activities in favour of the FEIEA member associations. Individual members will indirectly benefit as it is up to member associations to communicate on to their own members.
DENMARK	
GERMANY	
ITALY	
PORTUGAL	For example, a monthly electronic newsletter with topics of common interest.
SLOVENIA	
SWITZERLAND	
UK & IRELAND	Assistance with translation; online forum for best practice advice and shared knowledge.

5e) At the FEIEA Council meeting in Vienna, FEIEA proposed to hold a workshop for national association representatives to share good practices and other ideas about running associations effectively. Would your association be willing to take part?

AUSTRIA	YES
BELGIUM	ABPE-BVB favours such an initiative and is willing to take part in it as far as our members will approve the continuation of our membership of FEIEA at ABPE/BVB's General Meeting (22 March 2007). In this respect, our national board will present a report based on a number of critical issues: a clear mission statement of FEIEA; a concrete action plan (short- and long-run) to realise the mission, with an appropriate timing; a financial plan for those activities
DENMARK	YES
GERMANY	
ITALY	
PORTUGAL	YES
SLOVENIA	
SWITZERLAND	YES
UK & IRELAND	YES

5f) If so, what topics would be of particular interest to your association?

AUSTRIA	Share experiences, best practice examples, experience with sponsorship, useful cooperation with other associations
BELGIUM	As an association, how do you deal with pressure of work facing liberate time for meetings of the association? Networking (with other associations active in fields close to communication) Servicing members (how, channels, content...) The essence/the added value of an European umbrella organization (such as FEIEA) Contact with European Institutions
DENMARK	Meetings between persons occupied in the same profession
GERMANY	
ITALY	
PORTUGAL	Common training programmes. Experts volunteering to participate in conferences and seminars in different countries. Sharing of papers and information on communication topics in order to feed a FEIEA magazine or webletter
SLOVENIA	
SWITZERLAND	Improving the skills of our members, improving the knowledge of the strategic aspect of iC
UK & IRELAND	Managing change/multicultural audiences What constitutes good print and online design in the different nations Trends in communications "How to..." guides

5g) Finally, please give us any other ideas you have to strengthen the relationship between the national associations and help connect Europe's communicators through FEIEA.

AUSTRIA	
BELGIUM	See answers above
DENMARK	
GERMANY	
ITALY	
PORTUGAL	"In our view, FEIEA should define new and really updated statements on its mission, vision, values and strategy, in order to regain an effective adhesion from the national associations; and should establish a value platform for the launching of a quite new dynamics oriented to its customers, the European Communication managers and officers represented by their national associations."
SLOVENIA	
SWITZERLAND	Annual report, press releases, internet, press card, professional publications, issue management
UK & IRELAND	"FEIEA to be seen as more of a serious organisation that is making a difference and contributing to our association and its members; To be able to recommend our membership to contact FEIEA and that it will be dealt with quickly."