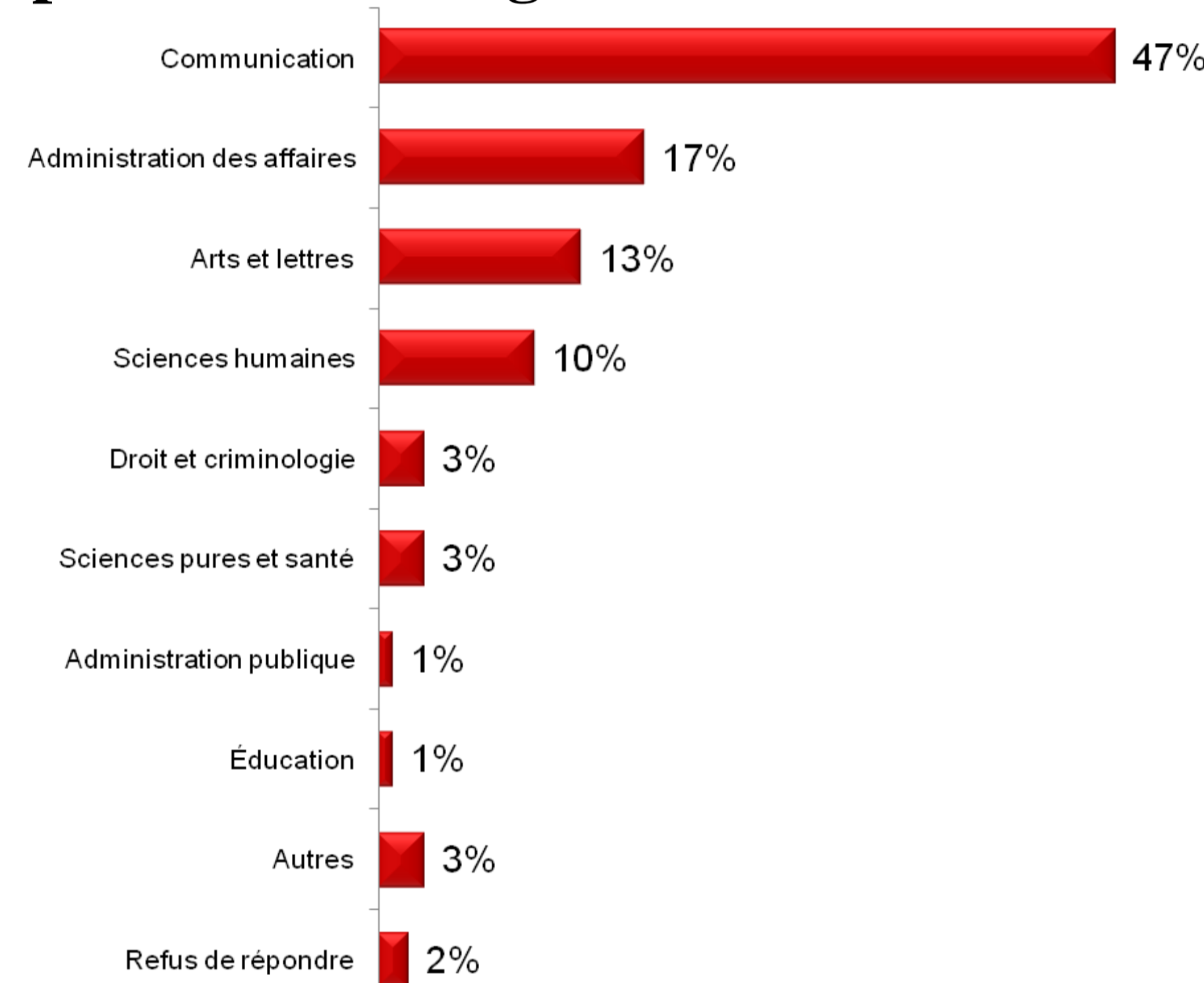


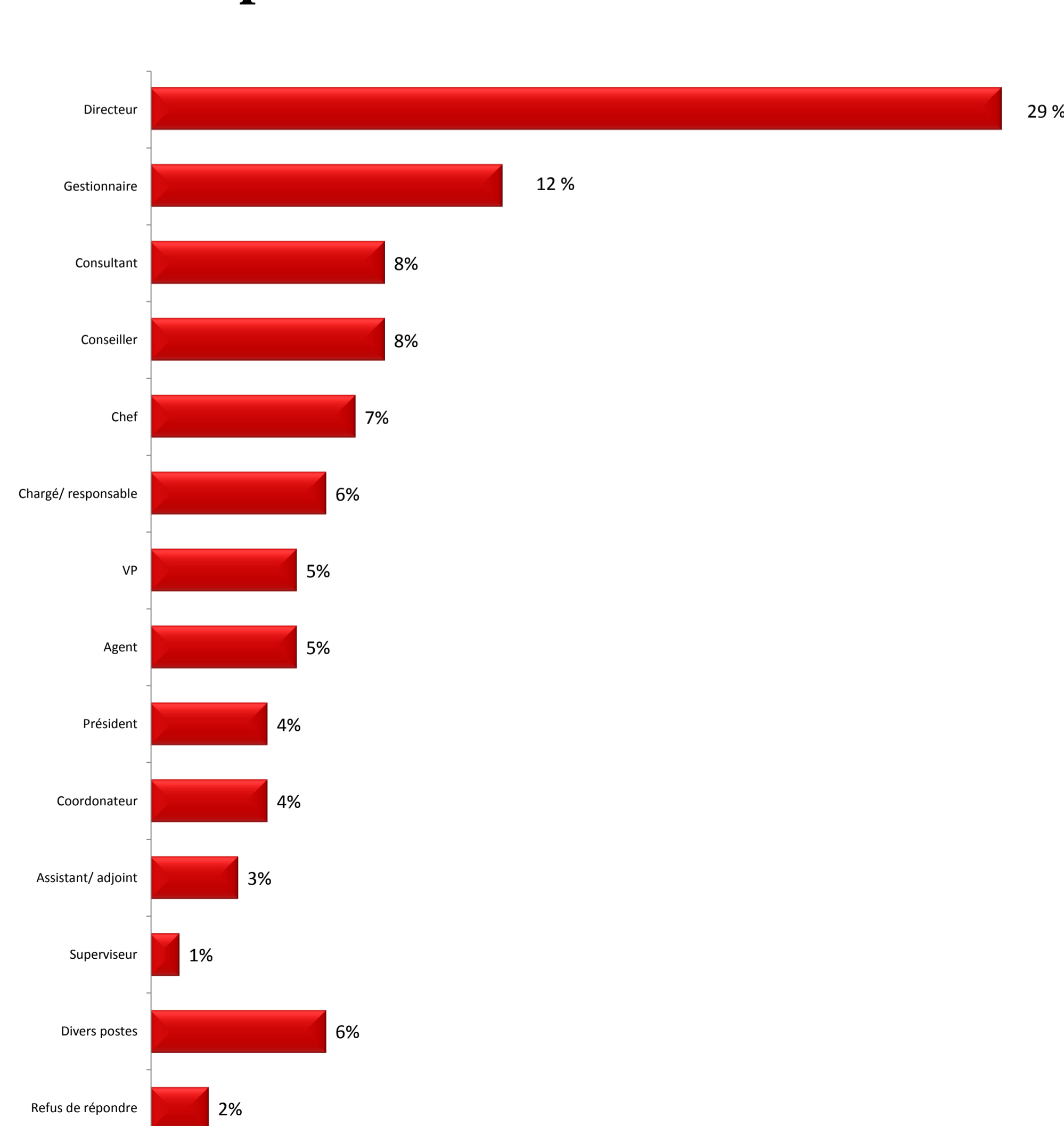
Methodology

- Sponsored by Canadian Public Relations Society / Société canadienne des relations publiques
- In partnership with IPSOS
- In collaboration with professional associations
- Objectives
 - Identify communication organization models used in Canada*
 - Find best practices and models*
- Web poll
- 5000 communication managers
- Sample size: 679
- Minimal statistical margin of error (19 times out of 20) : 3.7%
- February to June, 2010

Discipline of Last Degree Earned



Respondents' Positions



Communication Activities

	Incidence of activities	Strategic importance for the organization	Respondent's involvement		Involvement of external resources		Formal method of evaluation
			Planning	Execution	Planning	Execution	
	n=679						
	Yes	Very and fairly important	Very and fairly involved	Very and fairly involved	Very and fairly important	Very and fairly important	Yes
Press relations (n=631)	93%	93%	85%	82%	17%	18%	59%
Website and social media (n=632)	93%	91%	82%	74%	49%	50%	40%
Internal communication (n=600)	88%	90%	81%	79%	10%	12%	40%
Events/sponsorships/donations (n=574)	85%	80%	72%	68%	21%	25%	47%
Relations with stakeholders	80%	94%	62%	62%	18%	16%	37%
Image/brand management (n=544)	80%	93%	80%	81%	49%	48%	43%
Public and government affairs (n=530)	78%	93%	65%	65%	21%	19%	39%
Advertising (n=516)	76%	77%	73%	69%	48%	55%	45%
Strategic analysis/consulting(n=488)	71%	89%	70%	71%	37%	28%	41%
Social responsibility/sustainable dev. (n=421)	62%	87%	57%	57%	23%	21%	54%
CRM/customer relations (n=348)	51%	91%	50%	50%	22%	19%	57%
Research/market studies (n=336)	50%	84%	49%	43%	59%	63%	54%
Sales promotion (n=250)	37%	81%	50%	47%	24%	26%	57%
Foundation (n=234)	35%	81%	39%	39%	18%	21%	45%

By way of conclusion

- A function that is very present in all spheres of activity
- Completely fragmented organizational models
- Constants
 - Importance of press relations
 - Importance of the web and social media
 - Role of internal communication
- How can we improve our knowledge of these practices?
 - Expand the geographical sample
 - Personalized interviews with management
 - Comparison with other countries
- A systematic program of comparative studies by industry

A project by
Chair in Public Relations and Marketing Communication
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