



Invest Europe builds global understanding and awareness of private equity and venture capital and promotes its contribution to jobs and growth. We make the case for investing in European private equity and venture capital and manage the reputation of the industry with policymakers and media/opinion formers.

## Highlights 2020

- Reshaped Invest Europe's communication strategy to maximise the impact of existing resources, focusing on thought leadership to increase visibility and strengthen our voice
- Developed and activated a new, positive narrative that works for all members, based on performance and the industry's social and economic contribution
- Reached a potential audience of several hundred million worldwide through over 800 interactions with journalists and 200 media articles secured
- Deepened and expanded member communications, delivering essential and timely information to members, including the weekly newsletter and an interactive COVID-19 library
- Enhanced digital communications and online presence, reinforcing our message, reaching new stakeholders and achieving engagement levels five times above the norm
- Worked across Invest Europe to produce essential publications, including Private Equity at Work, increasing awareness and understanding of private capital's value to Europe's economy

## #GoodStories digital initiative

Launched in the wake of the COVID-19 pandemic, Invest Europe's #GoodStories digital initiative has been recognised no less than four times for its digital excellence in the fifth edition of the **Cambre Associates European Associations Digital Report 2020**, a respected publication which identifies innovative practices, emerging trends and digital champions.



**70+**  
initiatives

**11**  
countries

**130+**  
posts on Twitter  
and LinkedIn

**12**

publications aimed at our full range of stakeholders

**+140,000**

unique website users in 2020

**Daily & weekly**

member newsletters

Social media engagement

**0.74%** **2.78%**

Twitter 2020  
(2.5x the Twitter average of 0.3%)



LinkedIn 2020  
(5.6x the LinkedIn average of 0.5%)

