

HIGHLIGHTS 2021

Communications

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.

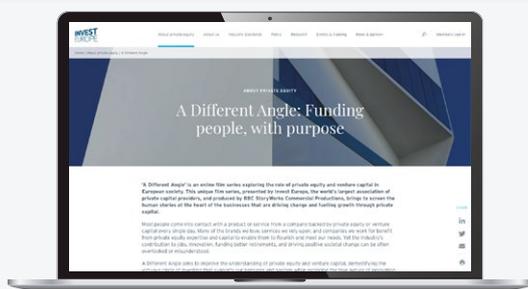
Highlights 2021

- Expanded Invest Europe's communication strategy by developing relevant content in close collaboration with members to reinforce our message on the industry's social and economic contribution, boosting our digital communications and online presence to record levels:
 - 2021 has been an excellent year for social media, seeing a phenomenal increase in engagement compared to 2020
 - Our top-performing campaigns (Venture Capital Forum, VC Factor report, and the BBC film series) ranked above the average social media engagement rate across all industries
- Consistently delivered daily, weekly and ad-hoc member communications, offering crucial and timely information to members
- Worked across Invest Europe to produce essential publications, increasing awareness and understanding of private capital's value to Europe's economy

'A Different Angle: Funding people, with purpose'

Online film series produced by BBC Global News

In 2021 Invest Europe started a partnership with [BBC Global News](#) in a film series exploring the role of private equity and venture capital in Europe. 9 films, 4 of which funded by members, launched in Q4 2021 brought to screen the human stories at the heart of the businesses private capital invests in and highlighted the industry's contribution to jobs, innovation, funding better retirements, and driving positive societal change. The series succeeded in drawing and retaining its target audience, reaching new stakeholders worldwide and achieving outstanding engagement:



600,000
views

23,000
engagements

13

publications aimed at our full range of stakeholders

+150,000

website visits (+10%)

Social media engagement

+77%

increase on Twitter



+23%

increase on LinkedIn

