

HIGHLIGHTS 2022

Communications

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

Highlights 2022

- 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 and new audiences:
 - Invest Europe proactively engaged with the media, securing 85 mentions throughout the year in outlets such as The Financial Times, Politico Europe, Les Echos and Le Temps, as well as many trade and financial publications such as Sifted, Private Equity International, Private Equity News, Private Equity Wire, Real Deals, and The Drawdown
 - 2022 has been an outstanding year for social media, seeing a growth in content production and a substantial increase in engagement (+91.6% on Twitter, +21.6% on LinkedIn) compared to 2021
 - Created and built a GIPHY official verified account in August 2022. Reached 650,000 views with 30 gifs in six months (GIPHY has 700 million active users in the world)
- Working in close collaboration with our members, through the Communication Advisory Group (CAG) and liaising regularly within the Expanded NVCA Communications Workstream
- Consistently delivered daily, weekly and ad-hoc member communications to 10,000 subscribers, offering crucial and timely information exclusively to members; redesign and relaunch of Daily Media Monitor (DMM) and weekly Newsletter in summer 2022
- Supported and promoted Invest Europe's publications, increasing awareness and understanding of private capital's value to Europe's economy & society

'A Different Angle: Funding people, with purpose'

Online film series produced by BBC Global News

In 2022 Invest Europe continued its partnership with BBC Global News in a film series exploring the role of private equity and venture capital in Europe. Nine films, four of which were funded by members, 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.

Breaking records

With over 2 million views, the highest 25% view rate from impression compared to any other campaign BBC Global News has run, and 280,000 engagements on social media channels, the series succeeded in drawing and retaining its target audience and achieving outstanding engagement. Evidence from one of the films showed that the series was able to change the perception of PE/VC by almost 50%.



2 million
views

280,000
engagements

26

publications aimed at our full range of stakeholders

+10k

newsletter recipients

85

mentions in major media outlets

+40%

more website visits than in 2021 (319,258)

+91.6%

increase in Twitter engagement compared to 2021



+20.6%

increase in LinkedIn engagement compared to 2021

