

HIGHLIGHTS 2023

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 2023

- 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:
 - 2023 has been an outstanding year for online and social media with the highest volume of tailored content and derived collaterals produced to date, paired with soaring visibility (322K views on YouTube) and substantial growth in engagement (+59% on LinkedIn) compared to 2022
 - Produced 89 animated gifs and reached 6m views on GIPHY (GIPHY has 700m active users in the world)
- Invest Europe stepped up its engagement with the media in 2023, securing 154 editorial mentions over the course of the year, an increase of +81% compared to 2022. Media outlets covering Invest Europe included the Financial Times, Börsen-Zeitung, Les Echos, Het Financieele Dagblad, La Repubblica, Il Sole 24 Ore, De Tijd and many trade and financial publications such as Sifted, Private Equity International, Private Equity Wire, Private Equity News, Real Deals and The Drawdown
- Worked 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, offering crucial and timely information exclusively to members
- Supported and promoted Invest Europe's publications, increasing awareness and understanding of private capital's value to Europe's economy and society

40th Anniversary: Building Better Businesses

Microsite, video series, success stories and dedicated events

Celebrating our 40th anniversary in 2023 provided the platform for us to show the ever-more important role private equity and venture capital occupy in a more sustainable and dynamic Europe, applying our know-how and resilience. The [microsite](#) was built to showcase the past, spotlight the present, and provide a glimpse into the future. Nearly 50 videos and [leader interviews](#) were produced throughout the year, counting over 190k views to date backed up by a successful social media campaign with over 150 posts. In addition, new success stories from our members were added on the website.

VC Month Campaign

To [celebrate European venture capital](#) and its contribution to economy, employment, innovation and growth, we created the first themed digital campaign that highlighted our authoritative data, success stories, publications (three of which launched during the campaign), and our annual Venture Capital Forum event.

With 18 media mentions (including [Sifted](#)) totalling 78m+ potential reach, a 10.9% engagement rate for LinkedIn posts (3.9x more than average), and amassing 9.5% of the total website visits during the month-long, the campaign succeeded in putting the spotlight on the sector and became our most successful mini-campaign on social media in 2023.

26

publications aimed at our full range of stakeholders

81%

more editorial mentions

50%

more time spent on the website by users

20%

more report downloads on the website

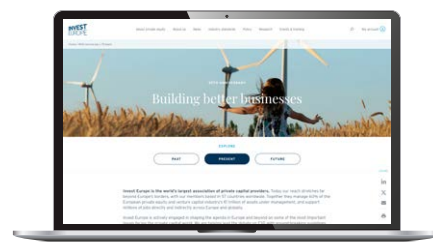
60%

increase in engagement on LinkedIn



1,000%

increase in video views on YouTube



7.5%

LinkedIn engagement 2.3x more than benchmark



78m+

potential reach of media mentions