Highlights 2024

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.

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Key numbers

25
publications aimed at our full range of stakeholders

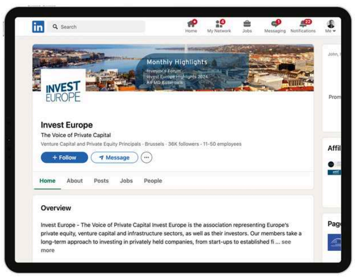
70%
increase in editorial mentions of Invest Europe

16.3m
total social media impressions

109%
increase in followers on LinkedIn

18
events attended

26.22%
newsletter average open rate (21.5% industry benchmark)



Highlights 2024

Communications

- Further expanded Invest Europe's communication strategy by developing content in close collaboration with members to reinforce our message on the industry's positive social and economic contribution
- Maximised our digital communications and online presence to reach record levels and new audiences:
  - Produced and promoted the highest volume to date of tailored content and derived collaterals paired with soaring visibility (+466% impressions on LinkedIn and YouTube) and substantial growth in engagement (+47% on LinkedIn)
  - Produced 111 videos +79% for YouTube (including 47 shorts) and reached 1.9m views for the year while gaining more than 13,000 new subscribers (+4,130% vs 2023)
- Defended and shaped the agenda with +46% in positive articles about the industry, thanks to strengthened relationships with 60 core journalists. Close collaboration with NVCAs also contributed to enhance Invest Europe's visibility and credibility at the local level
- Significantly increased media engagement in 2024, securing 262 editorial mentions over the course of the year, +70% compared to 2023. Media outlets citing 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 members, through the Communication Advisory Group (CAG) and the Communications Representative Group (NVCAs)
- Consistently delivered daily, weekly and ad-hoc member communications, offering crucial and timely information exclusively to members
- Supported and promoted Invest Europe's varied and authoritative publications (Research; Public Affairs & Industry Standards), increasing awareness and understanding of private capital's value to Europe's economy and society

Industry voices

Following up on the 40th anniversary video interviews, we filmed 24 leader interviews throughout 2024 and published 11 opinion articles written by members and experts. Counting over 404k YouTube views to date, the interviews were backed by a social media campaign with over 24 posts that had average engagement rates of 29% (9x more than benchmark) on LinkedIn. The opinion articles also had an engagement rate 5.7x above the benchmark. In addition, 21 new member success stories were added on the website and promoted during the year.

Throughout 2024, Invest Europe's CEO and management team participated in and spoke at 18 events, giving voice to the industry and connecting with key media outlets, European institutions, academics, and other stakeholders.

Online campaigns, digital reports and member area

- Our six-month long omnichannel campaign to promote our Forward policy agenda to members, policymakers and media was the first to be launched as a full-digital Invest Europe publication, receiving 486k impressions on LinkedIn and 153k views on YouTube
- Launched two themed online campaigns to promote Venture Capital and the Mid-Market, drawing on Invest Europe data and success stories, and timed to coincide with key publications as well the annual Venture Capital Forum
- Launched a completely new website area, providing access to a personalised landing page with featured content recommendations based on user preferences
- In collaboration with EUIPO, and as part of our participation in the Ideas Powered network, we launched a full-digital report in November looking at the positive relationship between private equity, venture capital and intellectual property rights at private companies