

## **NEW EFCCE PRESIDENT PLANS ACADEMIC YEAR**

*Brussels, 2 October 2008:* Mag. Barbara Posch, Director of the Werbe Akademie in Vienna and a former marketer, has been elected the new President of the EFCCE, the Educational Foundation created by the European Association of Communications Agencies (EACA) in 2006. She takes over from Xavier Oliver, former Chairman and CEO of BBDO Spain.

During the last EFCCE meeting in Valencia last week she said: "It is a great honor for me to have been elected as President. Although the Foundation is still young we have already managed to build a proper network of schools and universities that teach commercial communications across Europe. My aim is twofold: raise awareness of the existing offer of commercial communications education in Europe and develop the dialogue with agencies to make sure our courses are in line with the market's current expectations. I am conscious of the challenges I face as in some countries the best way to work in an agency is still to study anything but advertising. However I strongly believe that creativity is not god-given and that agencies need graduates who have acquired an extensive knowledge of advertising".

The EFCCE brings together nearly 30 academic members from 12 different countries and has created an EU-wide internship scheme and the AD VENTURE student competition. Over the last two years, the EFCCE has helped its academic members develop their international dimension, exchange best practice on curricula, discuss possible forms of industry involvement and develop common research projects.

The key projects for 2009 will be the AD VENTURE student competition and the annual conference which will be held in Vienna in May 2009. The new brief for the student competition focuses on the issue of personal transport and its environmental consequences while the annual conference will elaborate around the theme 'Chaos 2.0 – commercial communications in the 21<sup>st</sup> century'. This conference will be an opportunity for academics and communications professionals to find common solutions on media disintegration and how to avoid talent being wasted.

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Notes for editors

**About EACA**

EACA - the European Association of Communications Agencies - is the voice for communication agencies in Europe. It represents 30 national associations of commercial communications agencies, the 12 largest international agency networks operating in Europe, 8 international media agency networks and 9 national associations of integrated communications agencies.

**About EFCCE**

EFCCE - the European Foundation for Commercial Communications Education - was launched by EACA to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.

**About Mag. Barbara Posch**

Mag. Barbara Posch was born in Salzburg in 1961, is married and has 2 daughters (age 15 and 18). She studied at the Vienna University of Economics and Business Administration and has held leading functions in marketing for international companies such as Xerox, SAGEM and BCComponents in Austria and abroad. She has also been Lecturer in Marketing and Head of the Department for Marketing and Sales at the University of Applied Sciences in Wiener Neustadt for several years. She was appointed Director of the Werbe Akademie Vienna in January 2008.