

FUTURE OF MARKETING EDUCATION IN THE SPOTLIGHT

Brussels, 5 April 2007: The European Association of Communications Agencies (EACA) is holding the first ever EU conference dedicated to the future of commercial communications education.

Leading thinkers from universities and the advertising business will explore how to teach and train future marketers in the current fast changing environment.

Traditional, new media and below-the-line advertising practices are changing at an increasingly rapid pace. In this context, education and training need to adapt and explore how innovative teaching practices can be used to support companies' marketing strategies

The conference will be held on 27 and 28 April 2007 in Brussels at Haute Ecole EPHEC, avenue K. Adenauer, 3 B-1200 Brussels.

In a keynote speech Bernd M. Michael, Strategic Advisor at Grey, will outline how brands are evolving, how agencies must respond and how in his view, marketing students must be educated about the way brands operate in today's market place.

"This conference will provide the forum for an essential discussion on the long-term future of marketing education in Europe about how we develop our future talent and prepare them for not just the environment today, but for its future evolution as well" said Xavier Oliver, President of the European Foundation for Commercial Communications Education, an EACA initiative to promote closer links between agencies and academic institutions.

Conference sessions include:

- How to educate students to deal with complexity – new and fragmented media, globalisation, sceptical consumers
- How agencies are changing to adapt to the challenges posed by digital media and clients' demands
- Agencies' innovative training solutions to fill the gap between students' knowledge and agencies' needs
- Industry involvement in advertising education: what industry can and cannot do

The conference also aims to encourage further research into commercial communications. Researchers throughout Europe will present papers and case studies during the event on issues such as the construction of curricula according to ECTS methodology, new directions in advertising media strategy and several case studies including advertising education in Central and Eastern Europe.

Attendees can register at www.eacaeducation.eu/?/2007_conference



EUROPEAN ASSOCIATION OF
COMMUNICATIONS AGENCIES

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Confirmed Speakers

- Ann Murray Chatterton, Director of Professional Development, Institute of Practitioners in Advertising (UK)
- Alain Gilbert, Vice Chancellor, Haute Ecole EPHEC
- Emily Hare, Journalist, Contagious Magazine
- Melanie Howard, Director, Future Foundation
- Rupert Howell, EACA, President and Chairman, McCann Erickson UK & Ireland, President, EMEA
- Regina Jankowitsch, Professor, University of Vienna
- Sven John, Lecturer, Berlin's University of the Arts
- Drs. Sonja Kleijne, Senior Lecturer, Hogeschool Utrecht
- Mike Longhurst, Senior Vice President, McCann Erickson
- Dominic Lyle, Director General, EACA
- Bernd M. Michael, Strategic Advisor, Grey
- Xavier Oliver, President, European Foundation for Commercial Communications Education
- Frances O'Neil, Managing Director, Global Solutions Mediaedge : cia
- Jean-Pierre Teyssier, President, European Advertising Standards Alliance and President, Bureau de Vérification de la Publicité (France)

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Notes for editors

About EACA

EACA – the European Association of Communications Agencies - represents 29 national associations of commercial communications agencies, the 14 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.