

## **A career in advertising - Magic or Mayhem?**

***What do marketing communications students think of a career in the communications industry and how can agencies attract and retain the best student talent?***

*Brussels, 24 March 2010:* The findings of a Europe-wide survey conducted by EACA among students to capture their overall perception of the industry will be presented during EACA's annual education conference hosted by the design akademie berlin on 7 May.

The survey will give agencies facts and figures on what attracts and deters students on the agency and client sides and fuel discussion on how agencies can make themselves more attractive to potential recruits. The survey will be completed by 600 students across Europe to establish the career aspirations of marketing communications students, including their preferred employment sectors, what kind of work environment they want and whether their priorities have changed as a result of the economic crisis.

At this year's conference, top agency representatives will share their experience on how career opportunities in advertising have changed.

Speakers include Peter John Mahrenholtz, CEO of Drafftcb Germany & President of the German Association of Communications Agencies; Ulrich Proeschel, Brand Director for TBWA Europe, Frances Illingworth, Global Recruitment Director at WPP & Pascale Anderson-Mair, Global HR Director at Publicis Groupe.

Conference delegates will have the opportunity to discuss recruitment issues from an academic, human resources or student perspective during interactive parallel sessions.

The conference will also be an opportunity to present cutting edge research papers on social media and the 3 finalists' campaigns in the EFCCE annual student competition, Ad Venture, on city marketing.

EACA's annual education conference is unique in Europe as it brings together European academics, researchers, agency representatives and students with a shared interest in education, training and recruitment issues and provides a platform to discuss the future of agencies and how to improve the academia-industry relationship.

EACA has built a solid network of academics throughout Europe via its Education Foundation (EFCCE) created 4 years ago.

"Our Foundation now brings together over 35 universities & schools from 15 countries," said Dominic Lyle, EACA Director General. "Although academia and industry don't operate in isolation, it has proved very helpful to have regular discussions at European level. My member agencies still complain about the difficulties they face in finding new talent and academics often find agencies are not very open to dialogue. It is the role of the EFCCE to improve this relationship."

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Conference registrations are open at [www.eacaeducation.eu](http://www.eacaeducation.eu)

**For further information, please contact:**

Florence Chalot  
European Public Affairs Manager  
EACA  
Tel: + 32 2 740 0715  
[florence.chalot@eaca.be](mailto:florence.chalot@eaca.be)

**Note for editors:**

**About EACA**

EACA - the European Association of Communications Agencies - represents 30 national associations of commercial communications agencies, the 13 largest international agency networks operating in Europe, 7 international media agency networks, 11 national associations of integrated communications agencies and the key players in European Health Communications.

**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.