

**5th EFCCE annual conference
to examine growing influence of social media.**

Brussels, 10 March 2011: Guillaume Van der Stighelen, Global Contagious Officer at Publicis Worldwide, will open EACA's 5th annual education conference hosted by the Plantijn Hogeschool, Antwerp in Belgium on 13 May 2011.

Under the title "Death by Facebook - can advertising survive social media?" the conference will examine the relationship between creativity and social media and explore where the most valuable ideas are going to come from in the future.

"As the world emerges from recession, it's clear that one trend which has been unaffected is the growing importance of social media, which are now more popular & pervasive than ever," said Micky Denehy, President of the European Foundation for Commercial Communications Education. "What better time to focus on the impact of social media on traditional advertising and especially on that key differentiator for agencies, creativity. For example, do we need to re-define creativity in a world where everyone can be a creative? Are social media forcing the re-invention of creativity and the creative process?"

Conference highlights include:

- a debate chaired by Anamaria Wills, the Chief Executive of the UK's Cultural Industries' Development Agency, in which agency representative Marc Michils (CEO Saatchi & Saatchi, Belgium), digital expert Richard Stacy (Owner Stacy Consulting, UK), academic Yvonne Koert (Avans Hogeschool, Netherlands) and creative director Geoffrey Hantson (Duval Guillaume, Belgium) will share their views on the theme "Social media versus creativity".
- the findings of a student survey undertaken by EACA in co-operation with the World Advertising Research Center (WARC) to capture students' perceptions of current and future trends in brand communications and social media.
- three interactive parallel sessions in which conference delegates will have the opportunity to discuss social media from an academic, an agency or student perspective.
- cutting edge academic research papers on social media
- presentation & judging of the three finalists' campaigns of the EFCCE annual student competition, Ad Venture, which this year addresses awareness of colorectal cancer, Europe's second biggest cancer killer.

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 commercial communications education and provides a platform for an academia-industry discussion on the future education needs of students looking for an agency career.

Full programme & registration details on www.eacaeducation.eu.

- ends -

Conference registration at www.eacaeducation.eu.

For further information, please contact:

Tamara Ramach
European Public Affairs Manager
EACA
Tel: + 32 2 740 0715
tamara.ramach@eaca.be

Note for editors:

About EACA

EACA - the European Association of Communications Agencies - represents 31 national associations of commercial communications agencies, the 12 largest international agency networks operating in Europe, 6 international media agency networks, 10 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. Created in 2007, the EFCCE has built a solid network of academics throughout Europe, composed of nearly 40 schools and universities from 14 European countries (Austria, Belgium, Croatia, Czech Republic, France, Germany, Italy, Netherlands, Norway, Romania, Russia, Spain, Turkey & UK) and a non-European partner in Australia.