

## Press Release December 2011

### Application for the EACA International Summer School opens on 15 December 2011

*Brussels:- 15 December 2011* – Application for the third EACA International Summer School which will take place during the week of 9-13 July 2012 at the University of Amsterdam in The Netherlands opens on 15 December 2011.

During one week, students will attend different workshops given by leading advertising practitioners to learn how the different disciplines fit together to create a complete campaign and will work in international teams on a single real client brief.

This year the EACA Summer School is working in partnership with Nikon who will provide the client brief which will be presented to all the students on the first day.

Students are able to choose between 2 groups according to their level of experience. The Foundation group is aimed at Bachelor students (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> years) and the Advanced group is aimed at Masters' degree students and young professionals.

Last year, marketing & communications students and young professionals from 17 countries took part in the second EACA International Summer School at the IESE Business School in Barcelona, Spain.

The 68 students, from Austria, Belgium, Cyprus, Czech Republic, Denmark, France, Ireland, Italy, Lithuania, Portugal, Romania, Spain, Slovakia, The Netherlands, Turkey, Serbia and Switzerland, found the week “challenging and inspiring”, particularly enjoyed working in a multicultural environment and loved the “intense and exhausting courses”.

Students should send their application before 6 April 2012 to [info@eaca.be](mailto:info@eaca.be) and the students accepted for the EACA International Summer School will be informed on 16 April 2012.

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**EACA International School of Advertising and Communications** was launched in 2009 by the European Association of Communication Agencies. Its purpose is to help raise professional standards across the communications industry by training and developing the skills and talents of its practitioners.

**edcom, The European Institute for Commercial Communications Education**, was founded to promote excellence in commercial communications education and research, enhance communication and co-operation between the European commercial communication sector and academic partners, to facilitate cross-border education, employment and exchange of commercial communications students and to promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.

**EACA, the European Association of Communications Agencies**, brings together the advertising, media and sales promotions agencies across Europe, enabling international experience and issues to be shared and dealt with on a pan-European basis. It provides an important link between agencies, advertisers and the advertising media in Europe and around the world and participates closely in the setting of standards in many aspects of the business across Europe.