

John Delacruz elected new President of 'edcom' – the rebranded EACA Education Foundation

Antwerp, May 2011: John Delacruz, Award Leader for the Advertising and Brand Management course at the Staffordshire University's Faculty of Arts, Media and Design, has been elected President of edcom, the European Foundation for Commercial Communications Education, for the period 2011-2013.

edcom was founded in 2007 by EACA, the European Association of Communications Agencies, 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.

"I am really honoured to have been elected President of edcom. Having been a member since the first wave, I have seen the organisation develop and grow, not just in terms of membership, but also in terms of ambition and relationship-building," said Delacruz. "Over the past five years we have seen member institutions across Europe work on projects together, an annual student competition taking place where the number of entries and quality of responses have increased phenomenally, greater dialogue between creative and theoretical courses and a genuine desire amongst members to push our agenda forward and get things done. It is this "getting things done" approach that inspired me to apply for the Presidency and I am confident that we will be able to move the organisation even further forward."

Delacruz has outline five key aims for his Presidency:

1. to maintain and develop/grow existing networks across European Learning Institutions
2. to encourage a greater degree of co-operation amongst existing partners in practical exercises
3. to develop a European Network for Students in Advertising and Commercial Communications Education
4. to enable a culture of Student Chapters within educational institutions to work alongside academic and industry members
5. to develop a greater degree of pan-European industry/academic co-operation

"In other words, building on the work of the past five years and creating greater opportunities for students through their involvement and our offers to them in terms of projects and networking opportunities," added Delacruz.

At the same time, the European Foundation for Commercial Communications Education, known as EFCCE, has been rebranded edcom. The students of academic Foundation members were challenged to develop a new logo and name and 'edcom' was selected as being memorable and easy to use on an everyday basis in a European environment.

The name was proposed by Prof. Jean-Claude Hamilius from the faculty of Design in Mannheim's University of Applied Sciences, and the logo was developed by one of his students as part of a student research project. 24 year old Natalia Maier came up with a brand name clearly focused on striking simplicity, featuring the combination of "education" and "communication" in its design. Originally from Kirgizstan, Natalia is in her 3rd year of studies in Mannheim and currently on internship in a well known Hamburg agency.

The board and the research and admission committee of the Foundation have been extended to include more members, reflecting the growing support for the Foundation, which now comprises almost 40 academic members from 21 European countries and Australia.

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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.