

12 reasons to join edcom

1. **Networking opportunities** to meet other academics and advertising professionals & visibility for the participating universities and their degrees.
2. **Conferences** with presentations by advertising practitioners, academics and researchers.
3. Opportunity to establish **interactive** courses and projects with universities across **Europe**.
4. Assistance developing **student exchanges**.
5. Free registration for 4 students teams to enter the **Ad Venture student competition**.
6. Assistance in finding partners and applying for **EU funding**.
7. Eligibility to be **elected** to the Institute's Board and Committees and **participate** in the activities and management of the Institute.
8. **Career assistance** for students.
9. Access to creativebrief.com's **1200 case studies**.
10. Access to a **communication effectiveness module** based on Euro Effies' cases.
11. Access to an international **researchers' database**.
12. **Discount** on the participation fee for events and conferences organised by the Institute.



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Commercial Communications
Education

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edcom is on Facebook and LinkedIn



Excellence in
commercial
communication
education and research

Founded within the framework of the European Association of Communications Agencies, **edcom** strives to promote excellence in commercial communications education and research and to further exchanges between the European communications sector and academic partners.

Membership is composed of top schools and universities specialised in advertising, media, journalism or design in Europe and across the world.

edcom is managed by a Board composed of professionals working in communication agencies and academics.

«From small beginnings in 2007, **edcom** has grown into a powerful pan-European platform for networking, co-operation & transfer of knowledge between academics & students in different countries, but even more importantly, between agencies and the teachers of the next generation of agency talent. This can only be to the benefit of all concerned.»

Dominic Lyle, Director General, EACA



edcom's main activities



Annual student competitions challenge students to form a 'virtual' agency and prepare an advertising campaign in response to a specific brief. In some cases,

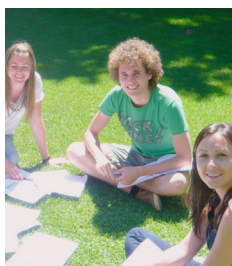
edcom offers the opportunity to produce the winning campaign for real!

Annual conferences bring together academics and professionals to explore how to teach and train future marketers in the current fast-changing environment.



Research activities **edcom** presents a database of researchers' profiles to foster international projects and publishes an annual call for papers to bridge the research gap in the commercial communications field.

Annual Surveys **edcom** runs annual European and International students' surveys to capture current trends.



Annual International Summer Schools During a week, leading advertising practitioners help students appreciate how different disciplines fit together to create a complete campaign and work in international teams on a real client brief.



Euro Effie Student Jury
edcom offers an access to a communication effectiveness module based on Euro Effies' cases.

European Union Funding

edcom provides information on EU funding on areas related to exchanges of students, of teachers and professional experiences.



Exchanges of Lecturers and students Through **edcom** academics run joint projects exchanging lecturers and students.

Internship programmes & career information **edcom** offers internships through its network and career information.



«The **edcom** network represents an invaluable resource for our industry by bringing to us the brightest young talent in Europe and beyond. I have watched it mature and develop into a highly effective organisation, devoted

to the pursuit of higher standards and relevance for young people entering our sector.»

Frances Illingworth
President, **edcom**

