

EVOLUTION^{LAB} by eaca



2016

AGENDA
17-19 OCTOBER
BRUSSELS

PROGRAMME

► MONDAY | 17 October 2016

Venue

12.30 - 14.00	NAC Lunch	
14.00 - 17.30	National Associations' Council Meeting	Steigenberger Hotel
19.15	Depart to dinner venue	
19.30 - 22.30	EACA networking dinner	La Photographie Galerie

► TUESDAY | 18 October 2016

09.00 - 12.30	National Associations' Council Meeting	
12.15 - 13.00	EACA Annual General Assembly	Steigenberger Hotel
13.00 - 14.00	Lunch discussion "Quo vadis Europe?"	
14.00 - 16.30	Evolution Forum "Identifying and meeting future skills needs for agency talents"	
19.00 - 20.00	Euro Effie 2016 Cocktail Reception	Cercle de Lorraine
20.00 - 00.00	Euro Effies' 20th Anniversary Gala	

► WEDNESDAY | 19 October 2016

09.30 - 12.30	Effie Partner Meeting	Steigenberger Hotel
09.30 - 12.30	edcom members' meeting	
13.00 - 14.30	edcom board meeting	Erasmushogeschool Brussel
14.30 - 16.00	edcom research committee meeting	

To register for one or all of these events, please click [here](#).

1 DAY MONDAY 17 October



@eaca_eu
#EvoLab

📍 Steigenberger Hotel
📍 La Photographie Galerie

12.30 Lunch for National Directors

14.00 Welcome by NAC Chair, Tania Banotti

14.05 **Breaking point for agency-client relationships?**

Stephan Loerke, CEO of the World Federation of Advertisers, will join us for an honest talk about what clients want from agencies today/tomorrow and about often dysfunctional relationships and how to fix them.

15.00 Coffee break

15.15 **Lessons of 2016 for 2017: What will you do differently?**

A moderated discussion about what went wrong in 2016 for your association and what you will do to change it in 2017. Associations' directors are also invited to share their successful moments while running associations in 2016 and plans for 2017.

17.30 Meeting closes

19.15 Depart hotel to La Photographie Galerie

19.30 **EACA networking dinner**

22.30 Return to hotel

2 DAY TUESDAY 18 October



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#euroeffies20th

📍 Steigenberger Hotel
📍 Cercle de Lorraine

09.00

How to level the odds in procurement

Tom Kinnaird, Chief Procurement Officer, WPP

Tom is one of the leading experts in the agency world and will share his perspective on how agencies can better manage procurement negotiations with their clients.

10.00

European pitch practice

We will present the results of the first Europe - wide pitch guidelines and best practices survey.

10.45

Inspire! by EACA

Training Tomorrow's Talents - an introduction to our new inspiring programme.

11.15

Coffee break

11.30

Brussels agenda

The latest industry and legislative developments at EU level

12.15

Annual General Assembly

- ♦ Opening and President's Overview
- ♦ EACA financial report
- ♦ Elections
- ♦ Council reports

13.00

Lunch "Quo vadis Europe?"

Lunch discussion on the future of the European Union
Stephen Fidler, Brussels bureau chief, Wall Street Journal

EVOLUTION FORUM "Identifying and meeting future skills needs for agency talents"

14.00

Talent Revolution Survey 2016

Sarah Logan, Head of Marketing & Industry Partnerships, EMEA
Google Digital Academy

14.45

Coffee break

15.00/

Panel discussion: Moderator: Monique Gerritsen, Haute Ecole Economique et Technique, Brussels, Belgium

16.30

- ♦ Helen Brown, Global Chief HR & Talent Officer, MediaCom
- ♦ Arnoud Versluis, NHTV University of Applied Sciences, the Netherlands
- ♦ Janet Markwick, COO, Grey EMEA
- ♦ Richard Brooke, Media Operations and Strategy Director - Europe, Unilever

19.00

Euro Effie 2016 Cocktail Reception

20.00

Euro Effie Awards' 20th Anniversary Gala 2016

3 DAY WEDNESDAY 19 October



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📍 Steigenberger Hotel
📍 Erasmushogeschool

10.00/
14.00

Effie Partner Meeting
Agenda TBC

09.30

edcom members' meeting

One of the highlights of the meeting is the planning of the 2016-2017 academic year and the Ad venture student competition.

12.45

Break

13.15

edcom board meeting

The edcom board will particularly focus on the objectives of the edcom President for the remaining term and on edcom's 10th anniversary in 2017.

14.15

Break

14.30

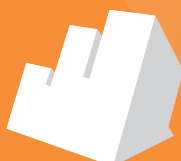
edcom research committee meeting

The edcom research committee will look into the thesis competition 2016/2017 as well as further research projects and opportunities.

16.00

Meeting closes

edcom



euro effie
awards

eaca
EUROPEAN ASSOCIATION OF
COMMUNICATIONS AGENCIES

VENUES



Euro Effies Gala:

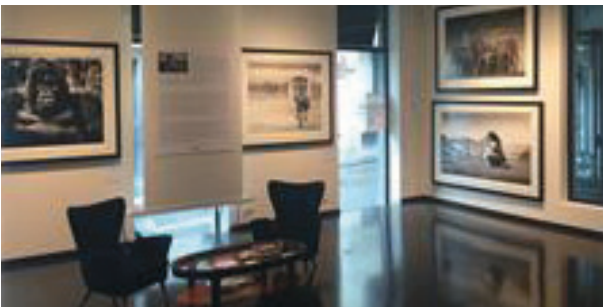
The **Cercle de Lorraine**, now Brussels' most prestigious private business club, was formerly the Palais de Bournonville. At various times, famous individuals who have occupied the palace include Marie de Medici and Olympe Mancini, mother of Prince Eugene of Savoy in the early eighteenth century and at the end of that century, the Count of Koblenz and the Prince of Starhemberg, who administered the country under Austrian rule.

📍 **Place Poelaert 6, 1000 Bruxelles**

Partner hotel:

Located on the exclusive shopping promenade Avenue Louise in the heart of Brussels, the luxury hotel **Steigenberger Wiltcher's** is just minutes away from some of Brussels' must-see destinations: the European Union government district, the city centre with the Grand Place and the Manneken Pis.

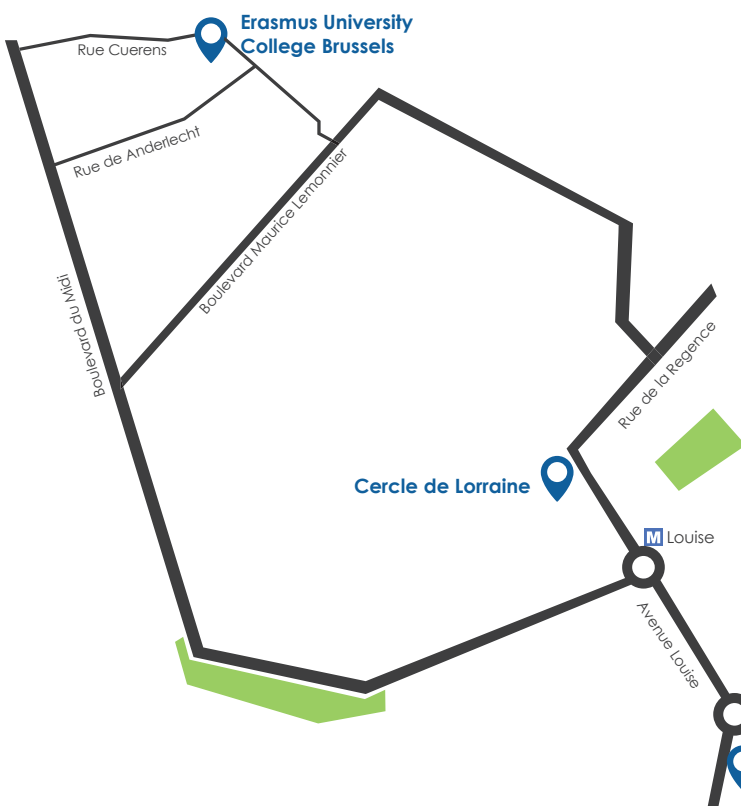
📍 **Avenue Louise 71, 1050 Brussels**



EACA networking dinner:

The dinner will take place in **La Photographie Galerie**, a stylish exhibition space 5 minutes walk from our hotel. Delicious food and wine combine with a chance to view the amazing photography of renowned wild life cameraman, David Yarrow.

📍 **Rue de Stassart 100, 1050 Ixelles**



edcom:



Erasmus University College Brussels

(Erasmushogeschool Brussel, EhB) is a Flemish higher education institution in Brussels, offering a wide range of professionally based BA programmes. Furthermore, it houses two prestigious Schools of Arts (RITCS | Royal Institute for Theatre, Cinema and Sound and the Koninklijk Conservatorium Brussel), both strongly tied in with the artistic scene in Brussels and providing artistic BA and MA programmes.

📍 **Rue des Six Jetons 70, 1000 Bruxelles**



Stephan Loerke,

CEO, World Federation of Advertisers

Stephan has been the CEO of the World Federation of Advertisers (WFA) since November 2003. During his tenure, WFA has doubled its corporate membership and has extended its network to 58 countries, significantly reinforcing the WFA's presence in the world's fastest emerging advertising markets. Prior to joining WFA, Stephan worked for L'Oréal in Paris and Brussels. He studied business economics at the Saint Gall Business School in Switzerland, after which he worked at the United Nations in New York.

🐦 @Stephan_Lo | @wfamarketers
www.wfanet.org/en



Tom Kinnaird,

Chief Procurement Officer, WPP

For the past 15 years, Tom Kinnaird has been Chief Procurement Officer at WPP, where he is responsible for ensuring that WPP gets value for money from its +\$5bn spend with external suppliers around the world. In addition to heading up WPP's global procurement team, Tom works extensively on the design and delivery of WPP's negotiation training and coaching curriculum, which delivers negotiation training to over 1,000 staff every year, across multiple cultures and geographies.

🐦 @WPP
www.wpp.com/wpp



Stephen Fidler, Brussels bureau chief,
Wall Street Journal

Stephen has been Brussels Editor of The Wall Street Journal and Dow Jones Newswires since October 2009. He runs a bureau of 11 journalists and leads coverage from Brussels of the European Union and the euro zone. He writes a regular column and was

part of a team of Journal reporters named as a finalist for the Pulitzer Prize in 2011 for their reporting on the euro-zone debt crisis. Before joining the Journal in London in March 2009, he spent 22 years with the Financial Times in senior roles, including international capital markets editor, Latin America Editor, defence and security editor, and U.S. diplomatic editor.

🐦 @StephenFidler1
@WSJ, blogs.wsj.com/brussels



Monique Gerritsen, Senior Lecturer,
Haute Ecole Economique et Technique

Monique holds a Master's degree in Economic Sciences from the Catholic University of Louvain (KUL). For over 20 years, she worked as Client Services Director and as a member of the Management team in several international communications agencies (JWT, Grey Worldwide, McCann Erickson and Young & Rubicam) and managed clients in different sectors on a national and an international level. Guest lecturer at EPHEC since 1999, she started to teach in 2002 and helped to found the communication option in the Haute Ecole EPHEC's Marketing section. Representing EPHEC, she is an edcom Research Committee and Board member.

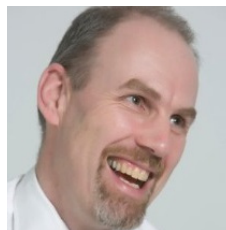
🐦 @EphecHE
www.ephec.be



Helen Brown, Global Chief HR & Talent Officer, MediaCom

Helen started her career as a creative and over the next 25 years gained experience in leading advertising, digital and marketing agencies. She focuses on how agencies can improve business performance through better talent management. Having joined MediaCom in 2009 as the first ever Global Chief HR & Talent Officer, Helen's mission has been to embed the business's core principle of People First into everyone's everyday experience of our culture.

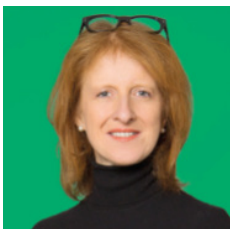
🐦 @MediaComGlobal
www.mediacom.com



Richard Brooke,
Media Operations and Strategy Director - Europe, Unilever

Richard's career covers all parts of the media world having worked in media owners, agencies, consultancies and now as a client. Based out of Rotterdam he is responsible for Media operations and strategy in both Eastern and Western Europe. He describes himself as a media generalist, comfortable in discussing any part of this fascinating industry.

🐦 @Unilever
www.unilever.com



Janet Markwick, COO, Grey EMEA

Janet joined Grey in February 2008 as CFO Grey London, two years ago Janet joined the EMEA team as Chief Operating Officer. Having spent the majority of her career working for leading brands including Coca Cola and Sony Electronics where she worked across a broad range of

business functions. She has brought a wide range of business experience from the client world to Grey and has played a pivotal role in helping Grey deliver double digit growth in both revenues and profit margins. She is driven by the challenge and desire to grow and improve our business.

🐦 @greyemea
grey.com/emea



Arnoud Versluis, Lecturer Marketing,
NHTV Breda, University of Applied Sciences

Arnoud started out as Marketing manager at De Jong Intra Vakanties (DJIV), a big tour operator in the Netherlands, where he gained experience in all facets of marketing, including sponsorships and advertising campaigns. After leaving DJIV, Arnoud went into the world of advertising and became account manager at Pluspoint & Partners. He then worked in the financial sector before passing on his rich knowledge to the next generation.

🐦 @arnoudversluis | @NHTV
www.nhtv.nl

