

Press Release July 2012

EACA Summer School 2012: “the future of the commercial communications industry is in good shape”

July 2012 - During the week of 9 to 13 July 2012, marketing & communications students and young professionals from 17 countries took part in the third EACA International Summer School at the University of Amsterdam, the Netherlands.

The 74 students, from Austria, Belgium, Bulgaria, Czech Republic, Denmark, Germany, Greece, Italy, Netherlands, Portugal, Romania, Russia, Slovakia, Spain, Switzerland, Turkey and UK, were challenged and inspired by the courses and the trainers who brought their own passion and expertise into new areas such as disruptive advertising.

Students were divided into two groups according to their level of experience, a foundation group aimed at Bachelor students and an advanced group for Masters students and young professionals with one or two years' work experience.

The students attended workshops such as “Understanding the Client's Business”, “Consumer Insight, writing a great brief”, “Brand loyalty & emotional connections between brands and consumers”, “Creative idea generation and judgment”, “Learning to present yourself and your ideas brilliantly”, “Generating great creative Ideas”, “Disruptive advertising” given by leading advertising practitioners which enabled them to learn how the different disciplines fit together to create a complete advertising campaign.

In addition to the week's study programme, the EACA Summer School worked in partnership with Nikon who provided a client brief which was presented to all the students on the first day. During the week the students worked hard between lessons in teams to develop a communication approach to connectivity for Nikon's new camera – the Nikon D3200. The clients were very impressed by the students' innovative ideas.

“We were really glad to brief all these students with fresh minds, who were able to present very creative projects. We were thankful to see their enthusiasm and involvement in enriching and evolving the I AM campaign. In quite a tight timeframe, they succeeded in preparing well-structured presentations, with interesting inputs on ATL and BTL assets, thanks to a visible international team spirit. We were happy to leave the Amsterdam University with inspiration”, said the Nikon BV team consisting of Clarence Bonamy, Marina Gurevich and Giuseppe Puglisi.

Peter C. Neijens, Dean of the Graduate School of Communication, University of Amsterdam, was impressed by the creativity, craftsmanship and energy of the participants: “A very inspiring group of students and young professionals from all over Europe; friends and colleagues for the rest of their lives”.

Micky Denehy, Principal of the EACA International School of Advertising and Communications added: “Our faculty of trainers was so impressed by the energy, passion and ideas generated by the participants in the workshops and pitches of the EACA Summer School 2012. I came home feeling the future of the communications industry is in good

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shape if our participants reflect the next generation of practitioners. I can therefore not wait for the Summer School 2013 to meet more great advertising stars!"

The next EACA International Summer School will take place between 8 and 12 July 2013 at the Escola Superior de Design, Marketing e Publicidade (IADE) in Lisbon, Portugal.

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For further information, please contact:

Tamara Ramach
EU Affairs Manager
EACA
+32 2 740 0715
tamara.ramach@eaca.be

Dominic Lyle
Director General
EACA
+32 2 740 0711
dominic.lyle@eaca.be

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 among 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.