

**Date & time:** 17-18 May 2018

**Location:** FH Wien, Währinger Gürtel 97, 1180 Wien, Austria

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### **Thursday, 17 May 2018**

- 12h00-14h00: Board meeting at room A110 (*please note this meeting is only for Board members*)
- 14h15-15h45: Research Committee meeting at room A110 (*please note this meeting is only for Research Committee members*)
- 16h00-18h00: AGM and members meeting at room B102

#### **Agenda**

##### **⊕ 16h00 Financial update**

- ✓ Changes to edcom statutes
- ✓ Jan Binar's presidency:
  - Roundtable with KMB in October 2018
  - Partnerships with industry events
  - Sponsorship Ad Venture and Thesis Competition
  - Recruitment of industry professionals to join Board
- ✓ Inspire! by EACA edTalks/podcasts and blogs

##### **⊕ 16h30 Project update**

- ✓ Ad Venture Student Competition 2017-2018
- ✓ EACA International Advertising Summer School
- ✓ Thesis Competition 2017-2018
- ✓ edTalks: podcast series 'A Day In The Life Of'
- ✓ Inspire! by EACA blogs
- ✓ EACA Accreditation

##### **17h00 Key note speech with Q&A – Barry Ferguson**

*Strategic Planning Director at Carat UK*

Theory vs Practice: Unpacking the practicalities of successful communication planning in agencies.

##### **18h30 closing notes and AOB / end of meeting**



- 19h00: Private bus to restaurant departs from FH Wien Campus
- 19h30: Members networking dinner at PFARRWIRT Restaurant

Menu:

*Beef Consommé  
with semolina dumpling and vegetables*

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*Fillet of salmon trout on peas  
with cream cheese pasty and Riesling foam*

or

*Breaded fried chicken  
with potato lamb's lettuce salad*

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*Pfarrwirt's assorted strudels  
Curd cheese and apple strudel  
with vanilla sauce*

- 22h30: Departure from the restaurant with bus (arrival back at the FH Campus at approximately 23h15).

**Key note speech with Q&A – Barry Ferguson**

*Group Strategic Planning Director at Carat UK*

Theory vs Practice: Unpacking the practicalities of successful communication planning in agencies.

In today's presentation Barry will unpack how modern planning is manifest at CARAT (and other agencies) and provides a personal point of view of how to engender a fluid, constructive, successful and yet a simple planning process, one that empowers the client, the media agency and the creative agency. You will discover (amongst other nuggets), that all briefs are rubbish(!), consumer journeys are over rated, and strategy is actually really easy (it's the insights that are the tricky bit).

## Friday, 18 May 2018 Ad Venture Student Final at room B102

- 09h00: Welcome by President
- 09h15: Ad Venture Team Coquelicot (Pantheon University, France)
  - "It could be you".
  - *This campaign wants to make people feel like they have a say in the situation of the refugees. The team plays on the double meaning of the slogan "It could be you": either to be in the situation of a refugee, or most importantly, to be the one helping them.*
- 09h45: Ad Venture Team LINK (Ecole Supérieure de Publicité, France)
  - "In the name of the refugees".
  - *With this campaign, this team aims to give people the power to make a difference. They will be encouraging the target audience to give refugees their dignity back by helping them reclaim their names.*
- 10h15: Ad Venture Team The Oxymorons (Leeds Arts University, UK)
  - "Easier than you think"
  - *This fast paced copy-led campaign uses a light-hearted approach to show people how they can sign up to iWelcome Community during everyday activities in life.*
- 10h45: Coffee break at room A110 (jury retires to deliberate in room B217)
- 11h00: Update by Research Committee at room B102

### **Agenda**

#### ⊕ **11h00 Working Group on Industry Funding Guidelines**

*Monique Gerritsen, Sieglinde Martin, Luc Van Dijk, Arnoud Versluis*

*The aim of the group is to explore industry relationships to establish partner- or sponsorships. Its members are: Monique, Luc and Arnoud and Sieglinde. Gresi's corporate presentation, students getting paid for research (e.g. Hogeschool Utrecht) and in-kind sponsorships were mentioned as some ideas to think about for this group. It was also proposed to set up a best practice example for each market that could then be shared with the members*

#### ⊕ **11h30 Working Group on EU Funding: Knowledge Alliances**

*Paul Springer, Pepe Martinez, Madalina Moraru and Yvonne Koert*

*The aim of the group is to work on the failed bid and propose suggestions for improvement so it has higher chances of succeeding at the next application. Its members are: Madalina, Pepe and Gresi, given that they were lead partners of the original bid.*



- 12h00: Jury announces results and provides feedback
- 12h30: end of meeting part one

*Lunch at the Spiga Lounge 5th floor*

### **Afternoon: interactive edcom sessions at B102**

- 14h00-16h00: Interactive edcom sessions: (breakout sessions on four best practice case studies for students, academics and universities, provided by the members themselves).

15min presentation + 10 min exchange or Q&A

### **Agenda**

- ⊕ **14h00 Students – How to run a successful annual agency programme for students**

*Paul Flemming, BA Hons Advertising & Brand Management,  
Staffordshire University, UK*

*In this session, Paul will share his experience of how he has run successful annual agency programmes in London and New York for over 13 years, some of which with the San Jose and Miami ad school. His students have done live briefs with agency partners which increased the course Employability rate to 96%, six months after graduation. (NSS National Student Survey 2016 & 2017 BA Hons Advertising & Brand Management)*

- ⊕ **14h25 Curriculum – Renewing an entire curriculum based on real client questions**

*Maike Simon and Joep Peters, Fontys School of Economics,  
Netherlands*

*What happens when you skip all traditional subjects and design your education around real questions from real clients? Joep Peeters and Maike Simon from Fontys School of Economics explain how they created a curriculum based on experience based learning and what kind of dilemmas they're facing when executing this program.*

⊕ **14h50 Academics – Showcasing a successful and longstanding Erasmus exchange between NHTV and Bournemouth University**

*Cliff Van Wyk, Bournemouth University, UK*

*For over seven years, NHTV and Bournemouth University have undertaken an Erasmus exchange for students and staff with very positive benefits for all members involved. In this session, Cliff will outline the exchange with regard to how to set up an exchange, how it works in practice and what the benefits are for students, academics and universities.*

⊕ **15h15 Universities – Sharing our experience with the COIL Network: collaborative and online international learning between universities and their students**

*Nina Trinkl, University of Applied Sciences for Management & Communication, Austria*

*The SUNY (State University of New York) COIL center envisions a future in which universities and colleges in the SUNY network develop and devote resources for making collaborative online international learning available for all students. The University of Applied Sciences for Management & Communication, Vienna, recently started a cooperation with them and will share their experience with the network, the universities they have worked with across borders and the outcome for their students.*

⊕ **15h45 end of meeting**

16h00-19h00: IP week presentations

**Thank you!**

Next meeting: 16-17 October 2018, Brussels