

edcom Members' May Meeting

Date: 4 & 5 May 2021

Location: Virtual

Agenda

Tuesday, 4 May 2021

Ad Venture Student Final

- **10h00-10h05:** Welcome by the Ad Venture jury chair
- **10h05-12h00:** Q&A with the top 10 teams
- **12h00:** Open chat
- **12h30– 14h30:** Final round jury deliberation (closed session)

15:00-16:00: Board Meeting

Wednesday, 5 May 2021

Ad Venture Student Final

10h00-11h30: Feedback from the jury and winner announcement

13:00-17:00: edcom conference

13:00-15:00: Challenges, opportunities & graduation work

13:00-13:20: *Lessons and learnings from teaching in Covid-times*, Guest: Helen Powell, author, *The Advertising Handbook*, London Southbank University

13:20-13:40: *The challenge of education and communications industries in a state of flux*, Paul Springer, Falmouth University

13:40-14:10: Coffee break, open chat

14:10-14:30: *What's new in your university? A new course type*, Rosie Hand, Technological University Dublin

14:30-14:45: Graduation Competition Winner Presentation, Bachelor Category: *A Study of Millennials' Susceptibility to Nostalgia During Times of Uncertainty: A Focus on Nostalgic Consumption During Covid-19*, Aisling Hoban, Technological University Dublin

14:45-15:00: Graduation Competition Winner Presentation, Master category: *The influence of the humoristic tone on the effectiveness of environmental narratives*, Luísa Perdigão, IADE

15:00-15:30: Coffee Break

15:30-16:30: Science Slam: academics presenting their research

- Georg Feldmann, FH Wien – title tbc
- *Communication and marketing activities of cultural institutions in a digital environment*, Eva Gartnerova, Tomas Bata - tbc
- *Expanding Creativity & Code: How advertising agencies need to adapt their creative department in the digital age*, Jurg Kaufmann, Universidad de Navarra
- *Just how muddy is it? The impact of English-Medium Instruction on Higher Education Learning Outcomes*, Kirstie Riedl, FH Wien

16:30-17:00: Wrap up & Wine