

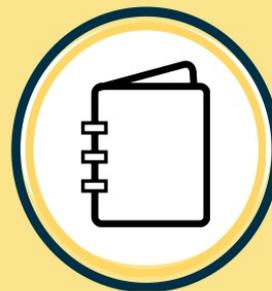


6 Takeaways from Evolution Lab Forum 2016

Brussels, 18th October 2016



STUDENTS



Develop your soft skills during your studies, such as:

- Creativity
- Curiosity
- Critical Thinking
- Problem Solving

Agencies want an interesting personality as much - if not more - than a great CV!



Make sure to do your research on the advertising industry and the specific companies you are applying to.



ACADEMICS

Develop your students' creativity and curiosity

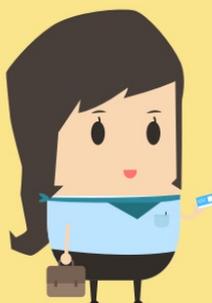


Create bridges between your schools or courses and the industry

PROFESSIONALS



Create a culture where talent can grow; nurture that talent through valuable feedback so that they stay



Develop an attractive brand to bring in young professionals