

edcom Members' May Meeting

Date: 9 & 10 May 2022

Location: Virtual

Agenda

Monday, 9 May 2022

10:00-14:30 - Ad Venture Student Finals

- 10:00-10:05: Welcome by Paul Springer, edcom President and Leo Savage, CCO at McCann Prague & Ad Venture Jury Chair
- 10:05-12:00: Q&A with the top 10 teams
- 12:00-12:30: Break
- 12:30-14:30: Final round jury deliberation (closed session)

Tuesday, 10 May 2022

10h00-11h30: Ad Venture Student Finals: Feedback from the jury and winner announcement

13h00-17h00: edcom conference: The Great Opportunity - Let's talk about talent

13:00-13:05: Welcome by the edcom President, Paul Springer, Falmouth University

13:05-13:30: Breakout sessions: 10-minute coffee chat with your fellow academics: What is the future of creativity? How to inspire young people to join the industry? What do they expect from a 'good' employer? How to 'advertise' our industry? Followed by a 15-minute open chat with all members.

13:30-14:15: Industry panel discussion: "The Great Opportunity" - why there has never been a better time to enter the marketing and communications industry and shape both brands and your careers towards making the world a better place. 30min discussion with:

- Paul Duxbury, Global Lead for the Repeatable Growth Model Programme, GSK
- Jan Binar, CEO, McCann Prague
- Richard Robinson, Managing Director, Xeim Engage
- Kate Cox, CMO, Moneypenny
- Ash Roots, Chief Digital Officer, University of Exeter

The discussion will be followed by a Q&A, moderated by Kirstie Riedl, FH Wien.

14:15-14:30: edcom x EACA Talent Survey: Will they stay or will they go?, Paul Springer, Falmouth University

14:30-14:45: Coffee break

14:45-15:10: A joint "Global Marketing Communication" program by ISCOM x Fashion Institute of Technology, New-York, Elena Mansurova, ISCOM

15:10-15:35: New Master's programme: International Sustainability Communication, Kirstie Riedl, FH Wien

15:35-15:45: Member presentation: Prague School of Creative Communication, Karolina Prom, PSCC

15:45-16:45: Graduation Competition: Showcase of best thesis work with Rosie Slayter (Breda University of Applied Sciences), Jonathan Shaw (Bournemouth University), Marta Gabriela Tudela (University of Navarra) and Andreea-Alexandra Tudor (University of Bucharest), moderated by Gresli Sanje, Nişantaşı University and Janice Denegri-Knott, Bournemouth University.

16:45-17:00: Wrap up.