



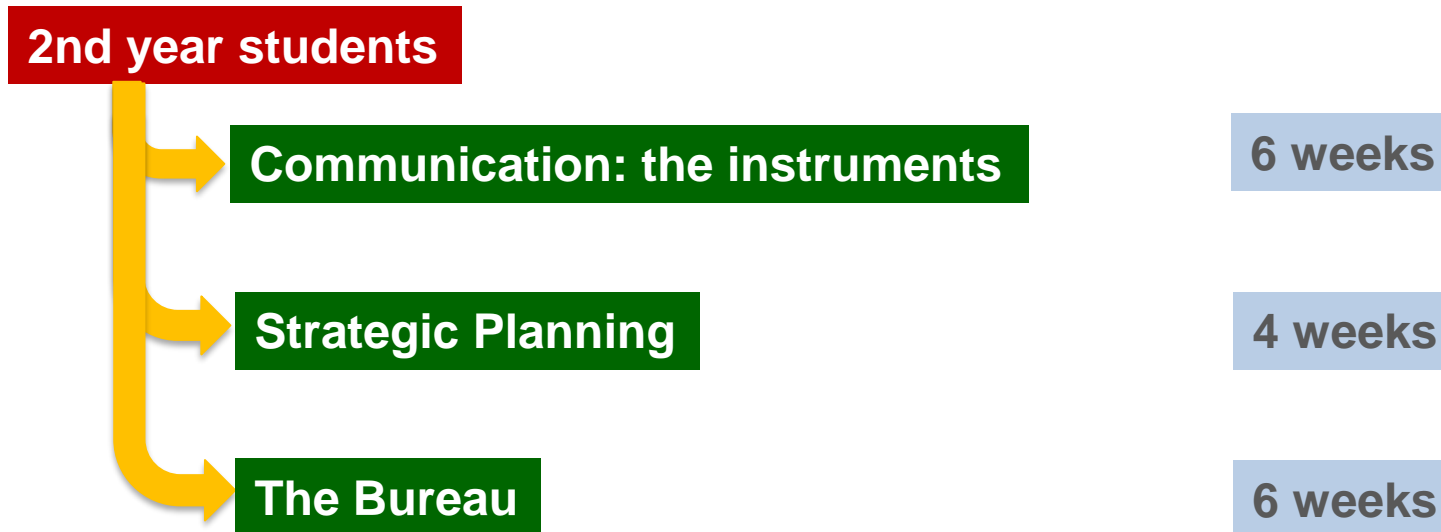
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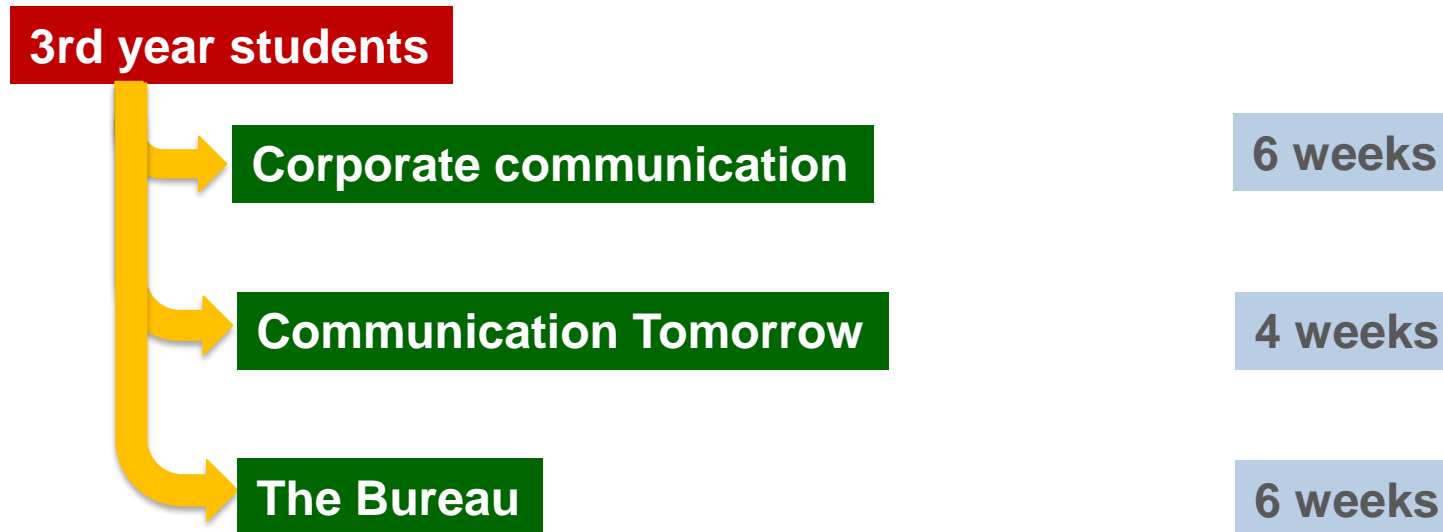
Edcom conference
December 4th 2023

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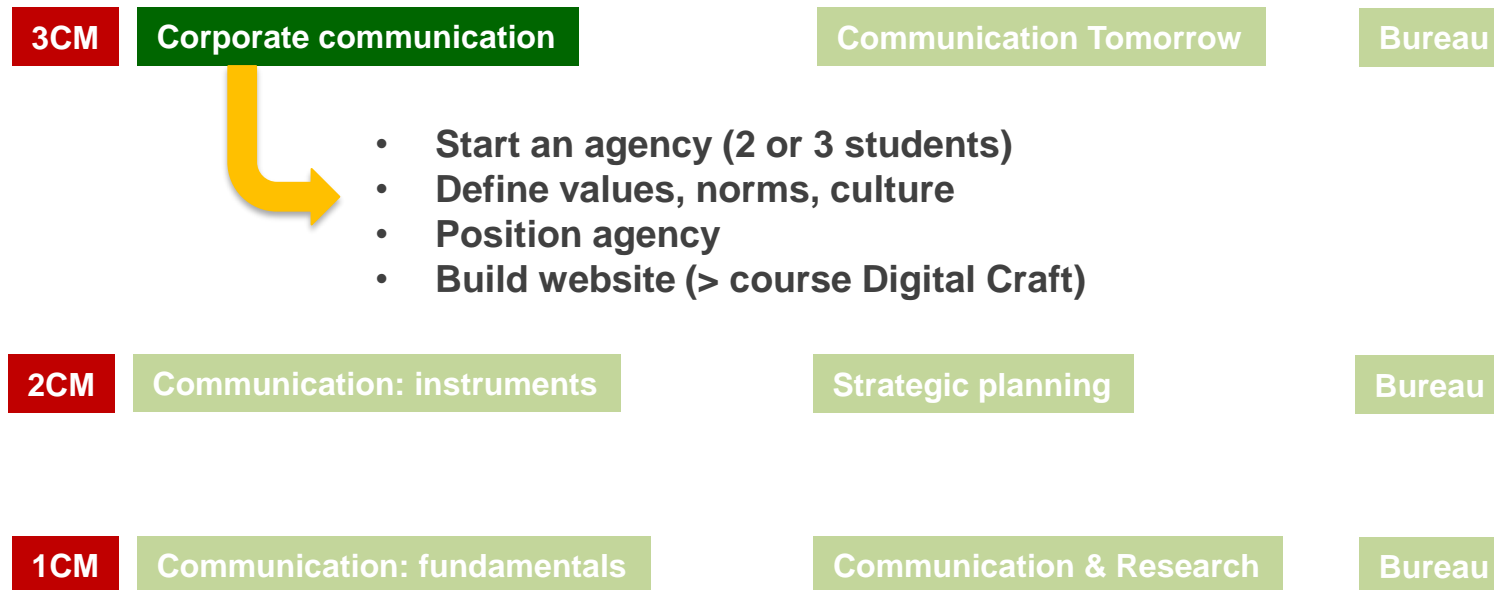
- A collaborative project with students from the 1st, 2nd and 3rd year in teams
- Working on an actual briefing from an actual organisation
- Comparable to a pitch-situation in real life
- Coached by a lecturer
- As part of a modular, thematic curriculum



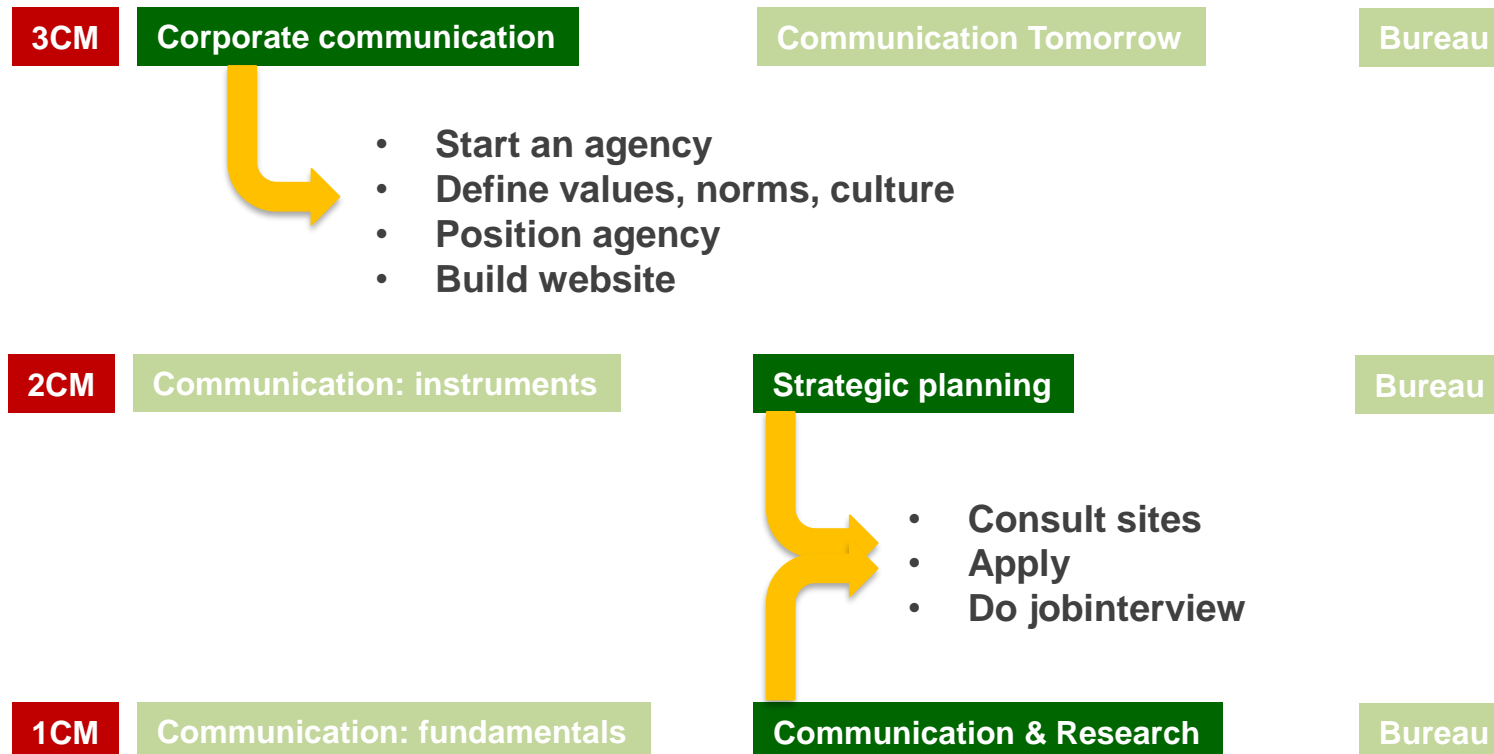




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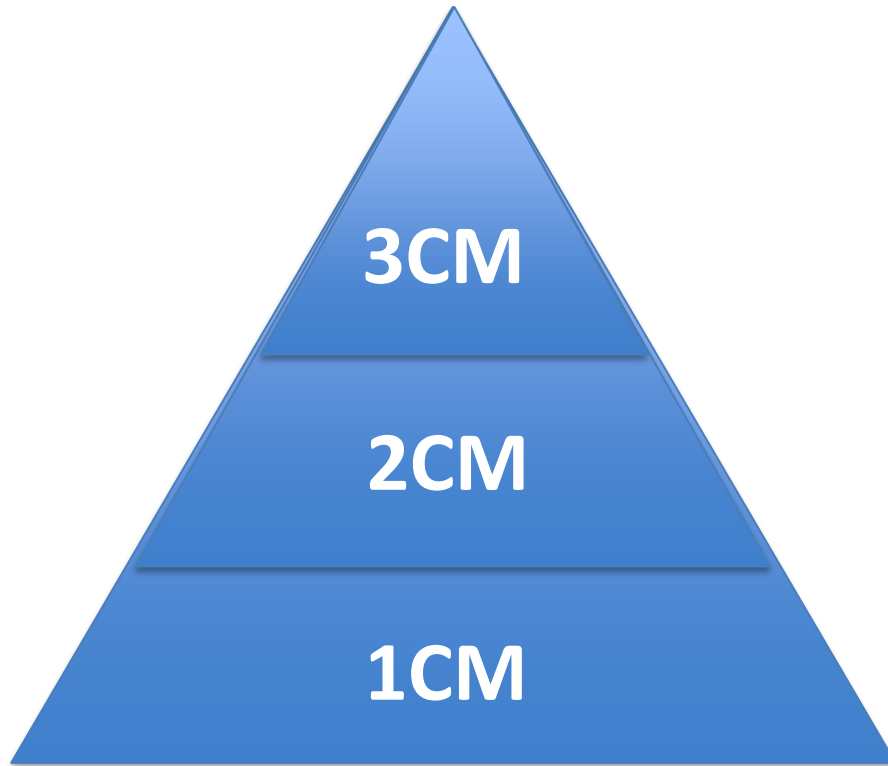
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Management

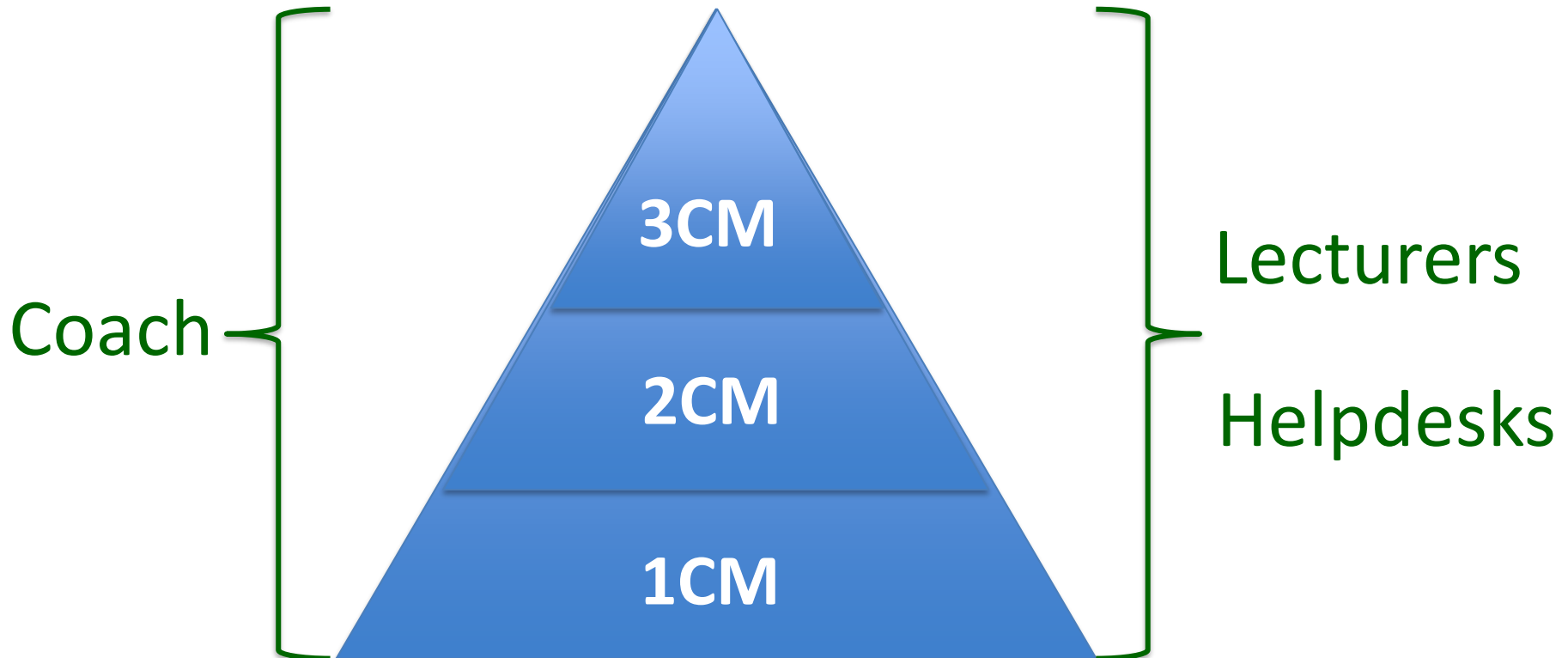
Account managers

Account executives

Different roles but

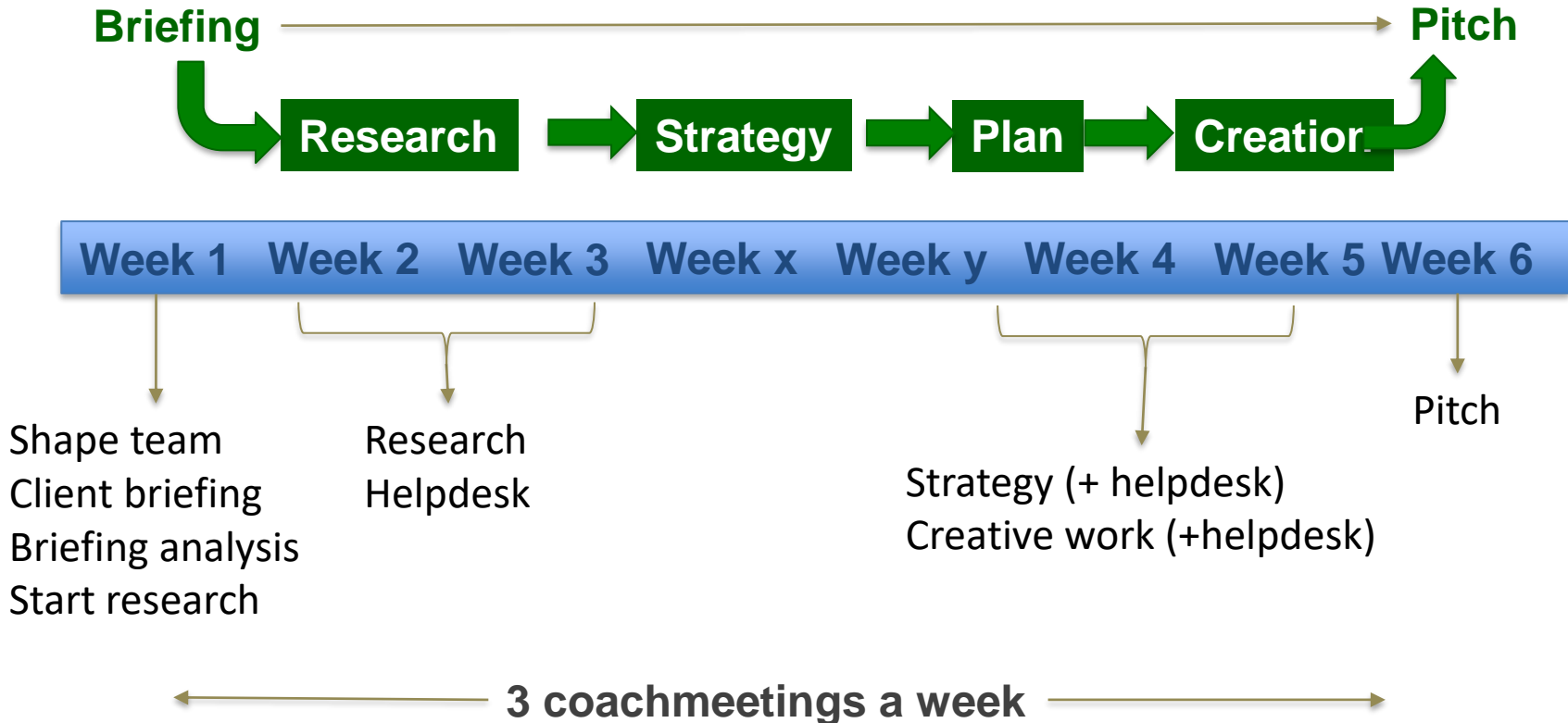
- Each level is equally important
- Full commitment from each level

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WEEK BY WEEK

Het Bureau



DELIVERABLES

Deliverables

- **As a team:**
 - Final report
 - Pitch presentation
- **1CM:**
 - Paper on desk research
- **Individual:**
 - Peer assessment

EVALUATION

Evaluation

1CM	2CM	3CM
20% paper (jury)	20% paper (jury)	20% paper (jury)
60% Observation (coach)	60% Observation (Coach)	60% Observation (coach)
20% research paper (coach)	20% Presentation (jury)	20% Presentation (jury)

QUESTIONS?