

A message from Europe...



Touch and be touched!

Dear edcom members,

Building a brand is a human job. It requires a long-term vision and attention to details. edcom is a valuable brand and has a solid foundation, created by professionals, visionary people. Building a strong brand is hard work and is only possible if you are consistent in your communication, in your behaviour and coherent across all channels. With these 3 principles you lay the foundation for a brand that people love.

But as immersive as virtual adventures can be, real life takes place offline. Experiencing is (also) about creating a shiver down your spine. That sensation on the tip of your tongue or goosebumps on your arms. If we really want to touch our audience, we will have to challenge all the senses, both online and offline.

An automated society has many interesting aspects. Artificial intelligence, algorithms, virtual reality and automatic targeting are capable of a lot, but they also have a downside. Despite (or perhaps thanks to) digitalization, we have rediscovered everyday reality in the marketing communications profession. More than ever, we are looking for the human touch. In the digital domain, inspiration all too quickly can turn into polarization. Before you know it, assumptions are turned into contradictions and a critical comment is dismissed as distrust. In that climate, it is vital for brands to get very close again. Those who succeed in converting brand values into trust and delight will take a meaningful lead.

Furthermore, by integrating sustainability into edcom's vision highlights our commitment to a broader ecosystem and long-term value creation. It's not only about environmental stewardship but also about fostering a durable brand that navigates change positively and benefits society. Nurturing the sustainable mindset ensures our current actions support the well-being of future communication professionals.

In that light, we see a challenge to further expand the foundation of edcom, to touch and be touched. With realistic short- and long-term objectives. Which are agreed together by all members and based on constructive cooperation and shared responsibility in the board and with the members. Focussing first inwards from the 'care' idea: collaboration, agility, reliability and empathy. It's about making an impact.

By working together and being aligned on our goals, we want to chart a steady course and achieve objectives over the next 4 years. Building on established clusters such as education, research, industry, network and alumni. Together with each other focussing on the human dimension.

After all, we are stronger together than alone. edcom is the symbol of what is possible if we believe in the magic of imagination, connection and sustainable action.

Let's touch and be touched!

Kirstie & Arnoud

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