

## THE FUTURE OF COMMERCIAL COMMUNICATIONS EDUCATION IN EUROPE

15 & 16 MAY 2009, VIENNA

### TOWARDS INTEGRATED CHAOS?

#### FRIDAY, MAY 15

14h Opening of the conference by Barbara Posch, Director, Werbe Akademie Wien & EFCCE President

Introductory speech by the Austrian Federal Minister Science & Research, Johannes Hahn tbc

14h15 **Agencies & the recession: how to turn chaos into opportunity?**  
Keynote speech by Rudi Kobza, Chairman, Drafftcb Kobza & Lowe GGK, Austria

14h30 **BUSINESS-ACADEMIA PARTNERSHIP**

#### **Learning to deal with a chaotic media landscape and global consumers**

What commercial communications students need to know on maintaining a brand's relevance in a fragmented media world and across varied cultures and countries?

What competences will people need in the future after the crisis?

Round-table discussion moderated by Dr. Peter Drössler, President of the Austrian Association of Agencies

- Phil Edmonds, Account Director for Renault, Publicis
- Guillaume Van der Stighelen, co-founder of Duval Guillaume
- Marcus Wilding, Managing Director, Publicitas / Publimedia
- Harald Zulauf, CEO, Media Consulta

16h00 Coffee break

16h30 **AD VENTURE STUDENT COMPETITION**

The three finalist teams will present their campaign on 'encouraging consumers to consider environmental performance as a key factor in car selection & purchase'.

17h30 **TRENDS**: Abstract presentations on reaching consumers in a digital and chaotic environment

- **Are trends a way to make sense of chaos?** *Julien Féré, Strategic Planner at Euro RSCG C&O & Lecturer at the Sorbonne's Communications School (Celsa), France*
- **Community marketing - the future for marketing agencies?** *John Delacruz, Senior Lecturer, Staffordshire University, UK*
- **Managing brand communication in the push and pull marketplace.** *Don E. Schultz & Martin Block, Professors of Integrated Marketing Communications, Northwestern University, US*
- **How to co-operate with external agencies on an integrated corporate image in times of chaos?** *Mag. Sieglinde Martin, Head of Institute, Institute for Communications Management - FHWien, Austria*

18h30 Announcement of AD VENTURE winning team

20h00 Dinner at Restaurant Vestibül

**SATURDAY, MAY 16**

10h00 **TRENDS**: Abstract presentations on identifying & clustering consumer groups

- **The Meta-Cultural Consumers: a pragmatic approach towards the effectiveness of trans-national advertising campaigns.** *Giovanni Lunghi, Lecturer, University of Udine, Italy*
- **Facing the challenges in ethnic marketing.** *Joyce Koeman, University of Leuven, Belgium*
- **On Ambiguity in Advertising: conceptualising for multi-cultural appropriation.** *Clifford Van Wyk, Bournemouth University, UK*

11h30 Coffee break

12h00 **CROSS-CULTURAL DIALOGUES**

**Recession means mixed fortunes in the world advertising market: close-up on the growing Central & Eastern Europe markets**

- Misa Lukic, President of the Management board, Leo Burnett, Serbia
- Krzysztof Albrychiewicz, Strategic Director, G7, Poland

13h00 Lunch

14h00 **EXCHANGE OF BEST PRACTICE**

The EFCCE working groups will present their conclusions on:

- How to teach creativity
- Promoting the value of cultural diversity in commercial communications education and in agencies

15h30 Closing speech by Barbara Posch, Director, Werbe Akademie Wien & EFCCE President

15h45 End of conference