

## Press Release 18 November 2013

### Application for EACA International Summer School opens on 18 November 2013

*Brussels, 18 November 2013:* Application for the fifth EACA International Advertising Summer School opens today. Between 7-11 July 2014, students and young professionals will attend workshops by leading advertising practitioners at the Università degli Studi Roma Tre, Dipartimento Architettura, in Rome, Italy. During the week, they will learn how the different communications disciplines fit together to create a complete campaign and work in international teams on a single real client brief.

Participants are able to choose between two groups according to their level of experience. The Foundation Course is aimed at Bachelor students, while the Advanced Course is tailored for Masters' degree students and professionals with up to two years' work experience. The School offers a wide range of workshops, among which are Strategic Planning and Storytelling, Creative Idea Generation, The Future of Digital, Behavioural Economics and Presentation and Pitching Skills.

"It is fair to say that everyone who has attended one of our EACA Summer Schools has left feeling inspired, personally tested & challenged and having learnt a huge amount about the real world of advertising. In short - the EACA Summer School is a week spent learning many of the key skills you will need to work successfully in the advertising & communications industry and you will meet and be taught by some of the most senior and inspiring advertising professionals in the business", says Micky Denehy, Principal of the EACA International School of Advertising.

The 2013 Summer School took place at IADE - Creative University in Lisbon, Portugal in July 2013 and brought together 70 participants from Austria, Belgium, Bulgaria, Czech Republic, Denmark, Germany, Greece, Italy, Netherlands, Portugal, Romania, Russia, Slovenia, Spain, Switzerland, Turkey and UK. Participants worked in teams throughout the week to develop ideas against a live brief from Coca Cola to maximise their sponsorship of the 2014 Football World Cup in Brazil with concepts that linked Coca Cola and the 2014 Brazil World Cup to "happiness".

Students and advertising professionals wishing to attend the EACA International Advertising Summer School 2014 should send their application no later than 4 April 2014 to [info@eaca.be](mailto:info@eaca.be). Selected participants will be announced on 7 April 2014.

More details about the location, courses and trainers are available on the [edcom website](#).

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Note to editors:

**The EACA International School of Advertising and Communications** was launched in 2009 by the European Association of Communications Agencies. Its purpose is to help raise professional standards across the communications industry by training and developing the skills and talents of its practitioners.

**edcom, The European Institute for Commercial Communications Education**, was founded to promote excellence in commercial communications education and research, enhance communication and co-operation between the European commercial communication sector and academic partners, to facilitate cross-border education, employment and exchange of commercial communications students and to promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.

**EACA, the European Association of Communications Agencies**, brings together the advertising, media and sales promotions agencies across Europe, enabling international experience and issues to be shared and dealt with on a pan-European basis. It provides an important link between agencies, advertisers and the advertising media in Europe and around the world and participates closely in the setting of standards in many aspects of the business across Europe.