

ANNUAL CONFERENCE PROGRAMME

MAGIC OR MAYHEM? WHAT DOES A CAREER IN ADVERTISING REALLY OFFER?

- 09h00 **Opening of the conference**
Micky Denehy, President, European Foundation for Commercial Communications Education
- 09h10 **Keynote speech**
How opportunities in advertising have changed
Peter John Mahrenholz, CEO, Drafftcb Germany & GWA President
- 09h30 **Panel discussion**
What can the advertising industry do to make itself more attractive to potential recruits?
Chair: Clark Parsons, Director, Berlin School of Creative Leadership
- Speakers:
- Jean-Claude Hamilius, Professor, Fakultät für Gestaltung - Hochschule Mannheim
 - Frances Illingworth, Global Recruitment Director, WPP Group
 - Ulrich Proeschel, Brand Director Europe, TBWA
 - Richard Robinson, Regional Business Director EMEA, Publicis
 - Sebastiaan van Rijnsoever, Managing Director, Qi
- 10h30 Coffee break
- 11h00 **Presentation of EFCCE student survey results**
A survey launched to see where the communications industry ranks in terms of career options
- 11h30 **Parallel sessions**
- Session 1 - **Why consider the communications industry as a possible career option?**
Chair: Pascale Anderson-Mair, Global HR Director, Publicis Worldwide
 - Session 2 - **How to prepare students for the world of work?**
Chair: Cliff Van Wyk, Senior Lecturer, The Media School - Bournemouth University
 - Session 3 - **What could make students choose an agency?**
Chair: Jeroen Konings, Brand Manager, TBWA\NEBOKO
- 12h30 Lunch
- 14h00 **Parallel session results**
- 14h30 **Ad Venture finals**
The three finalist teams will present their campaign promoting the town or city in which their university or college is located

ANNUAL CONFERENCE PROGRAMME

MAGIC OR MAYHEM? WHAT DOES A CAREER IN ADVERTISING REALLY OFFER?

- 15h30 Coffee break
- 16h00 **Abstract presentations on social media**
- **Social networks, advertising & media: a literature review**
Francisco Pérez-Latre, University of Navarra
 - **On or Off - is traditional media dead or just lying dormant?**
Mike Sheedy, University of Leeds
 - **Research project on social media for 40+ target groups**
Markus Wente, design akademie berlin
- 17h00 **Announcement of Ad Venture winning team**
- 17h15 **Closing speech**
Barbara Hertwig, Managing Director, design akademie berlin