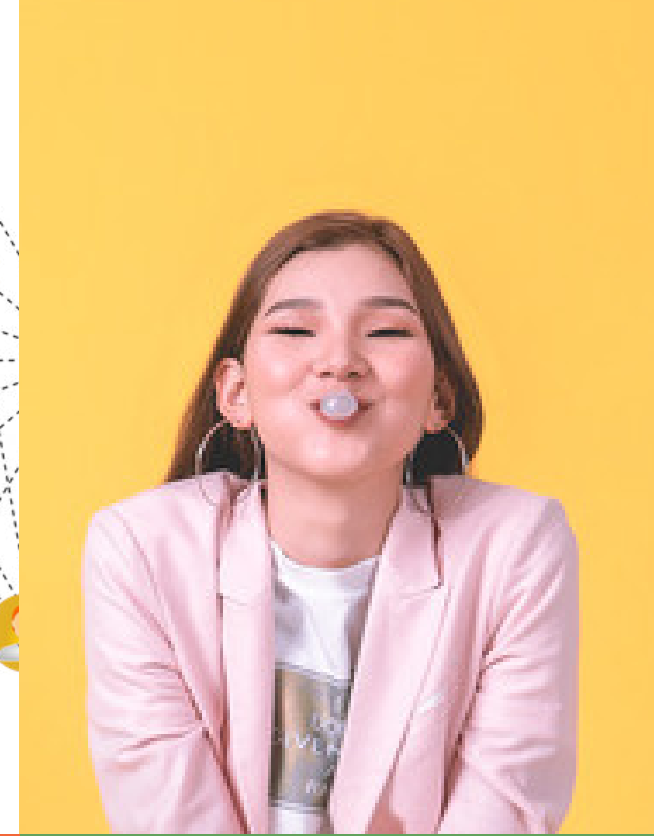


edcom

The Value of Your Membership



Welcome to the team!

edcom is the only European commercial communications network that brings academics, students and the industry together to support a rapidly changing sector by fostering excellence in commercial communications in Europe and beyond.

Purpose:

- Promote excellence in commercial communications education and research
- Further exchanges between the commercial communications sector and academic partners
- Facilitate cross-border education, employment and exchange of commercial communications students, as well as exchange of qualified and specialised teaching staff
- Investing in & developing the next generation of practitioners
- Promote the value of cultural diversity, ethics and social responsibility in commercial communication education.



TRAINING AND PARTICIPATION

Exposure to the latest innovations in industry thinking and practice.



DEVELOPMENT

Access to edcom's educational programmes, award schemes and involvement in international initiatives.

edcom

Team Values

BEST PRACTICES

Supportive international network to share experiences, best practices and to promote cross-border teamwork amongst all stakeholders.



What's in it for you

Advantages of the edcom membership for schools

- Meet academics from across Europe and share best practices in strategic and creative communications
- Learn from the industry and get access to industry events and databases
- Exchange teaching materials, tactics and techniques
- Promote your European event or organise an exchange
- Accredite your school by EACA and receive recognition in the industry
- Annual members' meetings with international speakers and interactive workshops
- A ticket to the Effie Europe Awards Gala & Effie Forum
- Free/discounted participation at industry's key events
- Make your university more attractive to potential students and employees.



What's in it for students

Advantages of the edcom membership for students

- Free access to the international Ad Venture Student Competition. The winners go to the Cannes Lions Advertising Festival in France
- Free participation in the edcom Graduation Competition, where prizes include cash, industry mentorship and publication
- Reduced entry fees to industry training events
- The chance to take part in the EACA Advertising Summer School
- Access to edcom archives with webinars, best practice and materials from previous competition winners'
- Access to interesting internships for students and recent graduates
- Great opportunities to network with leading industry professionals through the EACA & edcom network.



ACTIVITIES

What we propose



Ad Venture Competition

Five entries to the competition that gives students the opportunity to experience what it is like to work in advertising. The winners go to Cannes Lions Advertising Festival.



Graduation Competition

Free participation in the edcom Graduation Competition; prizes include cash, industry mentorship and publication.



EACA Accreditation

This programme endorses specialist Bachelor and Master programmes that prepare students for a career in commercial communications.



Members' Meeting and Best Practice Sharing

Webinars, best practice, theses, posters, keynote speakers, tickets to conferences, access to previous competition's winners material.



Reduced fees to the International Advertising Summer School

Developing a campaign for a real client, working within international and multidisciplinary teams and being guided by professionals in the field.



Reduced fees to the IPA Advertising Certificates

Reduced fees to the online courses offered by the IPA, in association with the EACA.

We're excited
to welcome you!

Feel free to get in touch with us.