



Membership Value



Our joint PURPOSE is to make European communications education more collaborative, consistent, and connected, helping shape an industry that learns together and leads with confidence.

*Edcom sits within the framework of the **European Association of Communication Agencies (EACA)**.
EACA is the voice of agencies for the European market and provides the secretarial and practitioner support for Edcom.*

About us



Edcom exists to strengthen the bridge between **education and industry** across Europe's communications sector.

By connecting **academics, students, agencies and industry**, it helps nurture the next generation of professionals and supports a more capable, connected, and forward-looking industry.



For universities and teaching staff, it offers a platform for international engagement, mobility, industry relevance, and shared resources that enrich learning.



For students, it opens doors to visibility, mentoring, and opportunities that launch careers.



For industry, it provides access to ground-breaking thinking and younger, creatively minded talent.



For agencies, Edcom provides structured, pan-European access to emerging talent and academic collaboration.

How edcom can help your Institute

University Leaders

Edcom supports your institution's growth ambitions

- Offering course accreditation
- Bringing industry connections directly to your institute
- Providing clear storylines about the value added by edcom each year



Programme Directors

Edcom enables you to design richer, more internationally relevant programmes, helping you meet accreditation criteria, increase student satisfaction, and boost recruitment

- Providing practice-based challenges (e.g. Ad Venture) aligned to course outcomes
- Expanding and systematising access to industry (speakers, mentors, briefs)
- Promote pan-European peer exchange
- Providing opportunities for joint research programmes



Students

Edcom helps students stand out through international team-learning initiatives, competitions, and access to work placements.

- Promote Europe-wide competitions and showcases, e.g. Ad Venture
- Support employability-aligned opportunities that go beyond the classroom, e.g. internships
- Encourage and enable COILs and BIPs



How edcom helps industry stakeholders

EACA Practitioner Members

Edcom connects agencies directly with the next generation of communication professionals.

- Maintaining informal relationships between educators and professionals, e.g. through attendance at members' meetings
- Formalising pathways for EACA members to engage, e.g. structured speakers' slots, mentoring, panel participation, etc.
- Positioning Edcom as a trusted route for agency access to talent and innovation



Potential Industry Members

Edcom connects forward-thinking businesses with fresh perspectives and future talent.

- Involve industry brands in Ad Venture briefs
- Encouraging local faculties to connect with industry on an ad hoc basis
- Pilot "Industry Insight" collaborations (e.g. trend briefings, mini-projects, classroom challenges)



Edcom Alumni

Edcom provides a lifelong professional community for communication graduates.

- Encouraging continued informal connections between alumni and institutions
- Spotlight successful alumni stories to boost recruitment and engagement
- Invite alumni to serve as ambassadors and mentors



Highlights of the Membership

Ad Venture Competition

The Ad Venture competition provides students with the opportunity to gain hands-on experience, build a professional network, and enhance career prospects in the advertising industry.

- **Real-World Advertising Experience:** Students create and pitch real campaigns for leading brands, gaining practical industry experience. Finalists pitch live to the client.
- **Collaborative Teamwork:** working with peers across Europe, students simulate a professional advertising agency environment.
- **Showcase Talent:** Students present their ideas to top brands, crafting and adding real-world work to their portfolios. Participants access a set of feedback from agency and academia professionals to improve their applied competencies.
- **Career Opportunities:** Ad Venture opens doors to internships and job offers by getting noticed by potential employers in the industry.
- **Networking with Industry Leaders:** participants can build connections with professionals and brands. Winners attend the **Cannes International Festival of Creativity** with complimentary tickets and travel and accommodation expenses.

Ad Venture former Partners



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Edcom Members' Meeting

Edcom meetings provide members with the opportunity to collaborate, learn, and build meaningful partnerships that drive innovation and success in the commercial communications field.

- **Foster Collaboration and Growth:** Collaborate with fellow members to exchange and create synergies, identify partners for Blended Intensive Programs (BIPs) and COILs, and share resources and best practices to enhance your courses, fostering international exchanges and mobility, mutual growth and development.
- **Leverage EACA Connections:** Build a strong network by connecting with members of the European Association of Communications Agencies (EACA) and establish local-level collaborations with industry and agency players.
- **Learn from Industry Leaders:** Gain insights from top professionals and stay updated on the latest industry trends and developments.
- **Showcase Talent:** Provide a platform for students and universities to celebrate their achievements, and gain visibility within the network and industry.

How to Join

Become an edcom Member

Becoming a member of edcom is an opportunity to engage with a dynamic network of academic institutions and industry leaders in the field of commercial communications. To join:

- **Complete the [Membership Application](#):**
You can download and review the Articles of Association [here](#).
- **Submit the Application:** Once completed submit the form along with any necessary documents to francesco.bottegal@eaca.eu.
- **Membership Fee:**
The annual membership fee for edcom is €1100. This fee grants access to all edcom benefits, including participation in events, collaborative opportunities, industry insights, and more.

Membership Benefits

Edcom meetings provide members with the opportunity to collaborate, learn, and build meaningful partnerships that drive innovation and success in the commercial communications field.

- **Participate in 2 Members' Meetings per Year:** Attend exclusive events. Engage in insightful keynotes, presentations, and dynamic networking events that bring together fellow academics with top agency & industry professionals and thought leaders. Erasmus+ funding may be available (depending on the event conditions).
- **Effie Europe Access:** Receive one complimentary access to the **Effie Europe Day & Awards Gala**, celebrating excellence in advertising. Members can be nominated as **Jurors**, gaining invaluable up-to-date insights from the best marketing effectiveness cases in Europe.
- **Ad Venture Competition:** Register up to **4 teams** (TBC) per university or campus for free to compete in the **Ad Venture Competition**. The top three teams pitch their ideas to clients, and the winning team gets to attend the **Cannes Lions International Festival of Creativity**.
- **Student Competitions with Cash Prizes:** Take part in other student competitions offering cash prizes, providing students with opportunities to be recognised and further enriching your academic programmes.
- **Access to the EACA Network:** Enjoy full access to the **EACA network**, with preferential connections to local and international industry players, including agencies, media companies, and professionals.

And Much More.

Contact us



Any questions?

You can submit all your questions to francesco.bottegal@eaca.eu.

Do you want to join?

Fill out the application form and send it, together with all the needed documents, to francesco.bottegal@eaca.eu.

Our Current Membership

Edcom Members'

Austria	FHWien der WKW University of Applied Sciences for Management & Communication
	Fachhochschule Wiener Neustadt
Belgium	Artesis Plantijn Hogeschool Antwerpen
	Hogeschool Gent
	Hogeschool PXL
	Howest
	Thomas More
Bulgaria	New Bulgarian University
Cyprus	Cyprus University of Technology
Czech Republic	University of Creative Communication Prague
	Prague University of Economics and Business - Faculty of International Relations
	Tomas Bata University Faculty of multimedia communications
France	Ecole Supérieure de Publicité (ESP)
	Inseec
	Iscom
	Panthéon University
	Sup de Pub
Greece	Aristotle University of Thessaloniki
	Athens University of Economics and Business
	Institute of Communication
	National and Kapodistrian University of Athens
	Panteion University of Social and Political Sciences
	The American College of Greece

Ireland	TU Dublin (Technological University Dublin)
Netherlands	Breda University of Applied Sciences
	Fontys School of Economics
	Hogeschool Utrecht
	The Hague School of Applied Sciences
	Rotterdam University of Applied Sciences
Portugal	Universidade Europeia
Romania	University of Bucharest
	FSPAC University
Spain	Universidad Cardenal Herrera
Turkey	Nisantasi University - Marketing Communication School
Georgia	University of Georgia
UK	Bournemouth University
	University of the Arts London, Media School (London College of Communication-UAL)
	University City St. George
	King's College Business School