

# Eurobest launches Student Academy in partnership with Draftfcb

HAMBURG, GERMANY: The organisers of Eurobest 2010, one of Europe's largest creative advertising and communications festivals and premier awards honouring and celebrating European creative excellence, has announced the launch of The Eurobest Academy, in partnership with Draftfcb.



"After the global success of our sponsorship of the Roger Hatchuel Academy at Cannes Lions this year, it was a natural move for us to partner with the Eurobest Academy," said Jonathan Harries, vice chairman and global chief creative officer of Draftfcb. "As a company that creates ideas that change consumer behaviour, Draftfcb is fully committed to invest in the next generation of ad talent."

Under the guidance of Clive Challis, an experienced tutor and head of the advertising course at Central Saint Martins in London, the Eurobest Academy presents a unique educational programme during the festival, tailored to the needs of its selected group of 19 students from across Europe, offering them an exclusive learning opportunity and the chance to win an internship with Draftfcb.

## The best, and the luckiest

Commenting on the new Student Academy, Clive Challis said, "The Eurobest Academy will build on the success of the Roger Hatchuel Academy at Cannes, now in its eighth year. We'll be offering to some of Europe's best (and luckiest) creative students not only the chance to meet their peers and build friendships, but also gain from the experience and insights of some of the greatest international creatives who'll be addressing the Academy over the three days of the Festival. I just wish I'd had that kind of opportunity when I was studying the business. It's going to be awesome!"

As well as being able to participate in Eurobest's regular programme of seminars, workshops and evening events, the hand-picked Eurobest Academy students have exclusive access to personalised sessions and tutorials from top industry figures, helping them to better understand the industry they are studying.

Taking place in the Handelskammer, venue of the festival, the Eurobest Academy aims to expand the students' knowledge about the advertising and communications sectors, giving them the skills they need to stand out from the crowd when they embark on a career in the industry. The course will commence on Monday afternoon, 6 December, and will conclude with a

graduation ceremony on Wednesday afternoon, 8 December, prior to the Eurobest Awards Ceremony and After Party.

"The Eurobest Academy offers an ideal platform to develop and nurture new European talent by offering the students a fantastic opportunity to meet and learn from the best in the business, up close and personal," commented Philip Thomas, Festival CEO. "We are delighted to extend our partnership with Drafftcb beyond Cannes Lions as they are equally committed to the importance of supporting the younger generation of our industry."

At the end of the Festival, some of the students will be selected by representatives of the Eurobest Academy and Drafftcb to experience a unique Drafftcb internship.

## **Key Dates:**

Delegate registration open from 29 July 2010

Entries now closed

Festival 7-8 December 2010: Handelskammer, Hamburg

Awards Ceremony & After Party: Curio-Haus, Hamburg

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