

COM

COPENHAGEN
27-28 JANUARY '14



DANSK KOMMUNIKATIONS FORENING



UNG
KOM

15.01.14 10.00
15.01.14 10.00



COPENHAGEN
BUSINESS SCHOOL
HANDELSHØJSKOLEN

CASE

COMP

ETITION



RETHINK MEDIA

BRING THE VISION TO LIFE

24 HOURS – 10 TEAMS – 1 WINNER

DO YOU HAVE WHAT IT TAKES?

ENROLL YOUR TEAM FOR THE

ComCaseCompetition'14

WWW.KOMMUNIKATIONSFORENING.DK/CCC

THE LEADING CASE COMPETITION IN THE FIELD OF COMMUNICATION

ComCaseCompetition'14 is the leading international case competition for graduate students within the field of communication. You will have the unique opportunity of challenging yourself with a case from Egmont Group – one of the leading media groups in the Nordic Region. You will compete with other teams from around the world to find the ultimate communication solution. This is a perfect opportunity to train and demonstrate your strategic and communication skills.

Ten teams with a maximum of five students must find solutions to an international communication challenge within 24 hours and only three teams will make it to the Finals. The finalists will present their solutions to a jury of top communication executives and academics. The winning team will be honoured with the **ComCaseCompetition'14** award. All participants in the ComCaseCompetition will be celebrated with a dinner.

The competition includes a Q&A session with Egmont's executive staff, experts from communication research and practice, training sessions. Get involved with a diverse group of international students, internationally renowned researchers, influential media, innovative companies and members of The Danish Association of Communication Professionals and Young Communicators.

GLOBAL CASE: RETHINK MEDIA

The topic for ComCaseCompetition'14 is digital involvement. The case is developed by Egmont, Denmark's largest international media company, and represents an existing, real-life communication challenge: Rethink Media – how to build a corporate brand proposition in a digital world of interaction, involvement and dialogue. Vice President of Corporate Communications, Mika Bildsøe Lassen, will introduce the case.

ComCaseCompetition'14

- **BUILDS BRIDGES** BETWEEN THE ACADEMIC AND BUSINESS WORLD
- **PREPARES YOU** FOR THE LABOUR MARKET AND GIVES YOUR PROFILE A COMPETITIVE EDGE
- **DISPLAYS YOUR COMPETENCIES**, ABILITIES, AND SKILLS FOR EMPLOYERS
- **GIVES YOU ACCESS** TO A NEW AND AMBITIOUS NETWORK OF STUDENTS AND PROFESSIONALS IN THE COMMUNICATION INDUSTRY

WHO CAN PARTICIPATE?

Graduate students within the field of communication can participate in ComCaseCompetition '14. They must form teams of a maximum of five students. The teams must send a short motivated application together with a CV for each person in the team. We encourage students to form cross-educational and international teams. Participation is free. Egmont has made it possible to apply for funding to support travel expenses at the Danish Association of Communication Professionals.



PREPARE TO

- **24 HOURS ENGAGEMENT**
- **CHALLENGE YOURSELF**
- **USE YOUR KNOWLEDGE**, YOUR SKILLS AND EXPERIENCES
- **SHARE IDEAS**, GET FEEDBACK, AND LEARN FROM COMMUNICATION AND MANAGEMENT EXPERTS
- **BUILD RELATIONSHIPS** WITH POTENTIAL FUTURE EMPLOYERS
- **GET MORE INSIGHT** INTO THE BUSINESS WORLD AND GLOBAL COMMUNICATION
- **MEET THE RIGHT PEOPLE**: PROFESSIONAL COMMUNICATORS, PROFESSORS IN THE FIELD
- **BE CHALLENGED** AND EVALUATED BY A PROFESSIONAL JURY
- **ENJOY** A FORMAL DINNER

JURY

PROFESSOR **TIMOTHY CLARK**,
DEAN OF POSTGRADUATE AND UNDERGRADUATE EDUCATION
AT DURHAM UNIVERSITY

SENIOR VICE PRESIDENT **ANNE-MARIE A. SKOV**,
COMMUNICATIONS & CSR, CARLSBERG A/S

DIRECTOR OF COMMUNICATION **ANNE VILLEMØES**,
DANISH CROWN

HEAD OF GROUP COMMUNICATIONS, SENIOR VICE
PRESIDENT, **KENTH KÆRHØG**, ISS WORLD SERVICES A/S

PROFESSOR **ANNE-MARIE SØDERBERG**,
COPENHAGEN BUSINESS SCHOOL

PROFESSOR **FINN FRANDSEN**
AARHUS BUSINESS SCHOOL AND MEMBER OF THE BOARD OF
DANISH ASSOCIATION OF COMMUNICATION PROFESSIONALS

ASSOCIATE PROFESSOR **MATTHIAS BODE**,
UNIVERSITY OF SOUTHERN DENMARK

CHAIRMAN **SØREN BRIX**, YOUNG COMMUNICATORS,
STUDENT DIVISION OF DANISH ASSOCIATION OF
COMMUNICATION PROFESSIONALS

EVALUATION CRITERIA

The participants should demonstrate their ability to

- Identify, analyze and solve a key problem
- Apply theories, models and key concepts to practical communication in a solution oriented manner
- Design professional, innovative and creative – yet realistic - communication strategies that are embedded in an organizational context
- Reflect on how preconditions, chosen key concepts, methods and theories impact on strengths, limitations and weaknesses of the problem solution
- Communicate the results in an adequate, correct language in a coherent, convincing presentation and discussion that meet rhetorical, academic and professional standards

AWARD

The prize for the winning team is a dinner with a senior executive from Egmont. Furthermore the winning team will be invited to participate in the conference for business communicators **KomDag'14** and the following award show and dinner.

KICKOFF MEETING NOVEMBER 27TH 2013

- VICE PRESIDENT OF CORPORATE COMMUNICATIONS, **MIKA BILDSØE LASSEN**
- GET A SNEAK **PEEK OF THE CASE**
- **FIRST INSIGHTS** ON RETHINKING MEDIA AND DIGITAL INVOLVEMENT
- HEAR THE JURY PRESENT THE **CRITERIA**
- **FREE EVENT** FROM 4 PM TO 7 PM AT EGMONT HQ

PUBLIC FINALS JANUARY 28TH

Meet the talents of tomorrow and hear about Egmont's challenges and the recommendations for the Egmont Group. Understand the challenges of international business communication and see what it takes to win ComCaseCompetition

Free event from 4 pm to 7 pm

ComCareerBar JANUARY 28TH

Join our ComCareerBar and discuss career opportunities like internships, student jobs or thesis writing with business communicators from agencies, the private industry, the public sector and NGOs.

Free event from 2 pm to 4 pm



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CBS



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THE **DANISH** ASSOCIATION OF
COMMUNICATION PROFESSIONALS



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FOLLOW COMCASECOMPETITION

All information, rules and activities will be announced at www.kommunikationsforening.dk/ccc. Questions and other valuable information can always be found and addressed at the CCC Facebook page. www.facebook.com/comcasecompetition

ENROLL BEFORE JANUARY 6TH 2014, 12 P.M.

Register your team and get a free membership of Danish Association of Communication Professionals in 2014. You find the Registration Form at www.kommunikationsforening.dk/ccc.

For more information about Egmont. Go to www.egmont.com

Follow ComCaseCompetition #CCC14

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