

ADC*E Education

Agency Exchange '22

Call for Participants
*Only for *Members*

February 2022
www.adceurope.org

Overview

Agency Exchange is the new educational programme promoted by ADCE in collaboration with all participant agencies and studios. It matches creatives and agencies/studios that are willing to share their knowledge and learn from different working methods and cultures.

Not only is it a fantastic way for creatives to develop their professional skills while working abroad without quitting their job, but it also allows agencies to benefit from a wide range of talents from other cultures, countries and backgrounds.

This programme is looking for agencies and studios to host creatives, and professionals interested in having an experience working abroad for a few weeks.

IMPORTANT: This is an exchange programme. **The agency that sends a creative is expected to host one in return with the same conditions.**

Eligibility & Requirements

- Professionals with a **minimum of 2 years experience** currently working in an agency or studio.
- **For ADCE members only.** If you're a member of any of the [23 ADCE Member Clubs](#), you are automatically an ADCE member. Check if you are registered as a member ([on ADCE's directory](#)) or [sign up now](#).
- Make sure your agency or studio also wants to take part in this opportunity as a host.
- **English must be the common language** in the hosting team during the exchange period.

Conditions

- Exchange duration: 4 to 6 weeks minimum.
- Exchangers should maintain their salary from their agency/studio.
- The agencies should cover the insurance of the worker abroad.
- Host agencies and studios will help to provide accommodation during the exchange (apartment, or as a co-mate with other creatives from the agency, or other options agreed).
- All travel expenses should be covered by the exchanger or his/her agency or studio.
- Commit to the proposed [Host Guidelines](#) (info on page 4).

Procedure

1. Internal agreement between the creative and its agency/studio, to participate in the programme.
2. The agency/creative to [fill in the application form](#). Any questions can be forwarded [to the ADCE office](#).
3. Call for applicants closes.
4. ADCE contacts all participants with the list of agencies/studios and asks for their preferences.
5. ADCE does the match based on the agencies/studios' preferences.
6. Once everything is agreed upon and organised, it's time for the exchange. Enjoy and make the best of it!

ADCE does the match but the agreement is between both host/sender agencies and studios.

Application Form

- Upload your CV and portfolio.
- Prepare a motivation letter or video explaining your interest in the programme and why you and your agency/studio should be selected.
- Deadline to send in the application is Friday 29th of April.
- [Link to the application form.](#)

**[Drop us a line](#) if you have any questions during the process.*

Calendar

21/02 - 29/04: Open Call.

02/05 - 20/05: Preferences definition & match (by ADCE).

1/06: Announcement of exchangers.

Disclaimer: ADCE would not be responsible for any problem that might occur during the exchange. The agencies and professionals hold responsibility in case of any unexpected incidental circumstance.

Host Guidelines

Overview

Assign 2 people “associated” with the exchanger, a Mentor and a Mate:

Mentor

- The mentor should be the manager/director of the department the creative will be joining, to help and supervise his/her creative work.
- The mentor should call the exchanger before his/her arrival to define work and goals for the duration of the exchange.
- After these goals have been defined, the mentor should schedule the first week, and plan the creative’s tasks.

Mate

- The mate should be someone who will help and guide the exchanger in meeting people and feeling welcome in the company.
- This person should show the exchanger around the workplace.
- The mate should also encourage the exchanger to take part in extra work social activities with other workers, if any.
- The mate should email the exchanger introducing him/her self before the creative’s arrival.

First day on board

- The Mentor and the Mate should prepare a low-key welcome for the exchanger with the rest of the agency/studio staff on the first day (or at least the first morning).
- Ideally, they should spend the morning together to get to know the agency, the office, and its staff.