

Dear International Partner,

I hope all is going well. The end of the academic year is approaching and the summer is and you are ready for the summer holidays!

We would like to invite you and your professors to take part in our International Week. It will take place from **4th November to 8th November 2019** in our Paris campus. The main purpose of our international week is to broaden the students' awareness and open their eyes to the world they live in, give them a large view of the different ways of working in each region, country and even cities.

We are looking for lecturers that could talk about anything related to the marketing and communications, graphism, design & packaging field. As a result, the topics of the conferences and workshops are very wide: Advertising campaigns in your country, Branding, Marketing in the fashion industry, Sports Marketing, Mass Media Communication, Job opportunities in the Design/PR/Advertising/etc industry, specificities of your country's marketing/advertising/corporate/etc market, Design Thinking, Digitalisation and businesses, Personal branding, CV and Cover lettre recommendations, Event management, Leadership... We are fairly open as you can see. It would also be the perfect occasion to present your school to our students –if you can't come we would be grateful if you could send us some brochures or flyers so we can share these with our students.

The format of the lecturers can vary. We usually organise the following:

- 90 minute-long lectures (including 30 minutes question time)
- 90 or 180 minute-long workshops depending on the learning objectives to make the students work in small groups on practical topics
- 180 minute-long lectures and workshops : a topic worth explaining followed by a practical case.

If you and/or any of your professors is interested please contact us via email at your earliest convenience.

We have been overwhelmed by this year's participation -which was something we were really happy about!- and unfortunately we couldn't accommodate all proposals. We have limited rooms available for the event so we are obliged to apply a first-come-first-served basis.

Should you have any questions please do not hesitate to contact us.

We will be delighted to welcome you at ISCOM!

Kindest regards

Mario

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