

“Thank you for the opportunity to meet so many interesting people from just around the corner. It is actually amusing that we had to go all the way to Vienna to get in contact with our neighbors. It was a pleasant experience that I will most definitely repeat. I was telling Selma too, that from a completely selfish reason (in job terms speaking) I will most certainly come next year too, as a deeper contact with the Russian market is a must.”

Elena Bululete (AdPrint Festival, Bucharest)

“What an excellent event. Thank you for organising this so well. I was wondering whether it was possible to get copies of some of the presentations, and also whether you filmed the event and whether this was also going to be made available?

Please let me know and again well done. I thought it was very useful and enjoyable.”

Andrew Hooke (JuniorSenior, Amsterdam)

„Auf diesem Wege nochmals ein herzliches Dankeschön für deine Einladung zum gestrigen Euroforum - eine gelungene Veranstaltung in einem angenehmen Ambiente!“

Isabelle Luidolt (CoSports, Vienna)

„I am on my way to the airport and I wanted to tell you that it was very well organised and that you are a gifted speaker. We learned a lot, made good connections and I will have more questions for you probably after reading back my notes.

We left at 5.45 because we couldn't concentrate anymore, it was a long day all together, but again very well done, next year we like to be there again.“

Ab Kujer (JuniorSenior, Amsterdam)



„Meeting you was a true delight. I had two days of warm, witty and enjoyable moments. You deserve the most honest congratulations for the way you are, for the team you have and for the projects you are running.

I want to also thank you for the experience of Euroforum's atmosphere - I met interesting people and I learned more about some parts of the region that I thought I knew.

Well, I had such nice surprises from Moldova and Bulgaria, places and markets I considered kind of familiar.“

Teodora Migdalovici (Bitter Almonds, Bucharest)

„After attending the Forum, it was also a pleasure to write a few lines about it. I am deeply impressed by your organisation and the whole quality of the event. Congratulations and thanks for the invitation, again!“

Marie-Sophie Blondeau (Vienna)

„Ich darf mich im Auftrag von Frau Geschäftsführerin Mag. Alexandra Deutsch an Sie wenden, um mich nochmals für die Einladung zum diesjährigen Euroforum Communication am 23.10.2008 recht herzlich bedanken und Ihnen gleichzeitig zur äußerst gelungenen Organisation zu gratulieren!

Die Teilnehmer des heurigen Euroforums waren durchwegs sehr interessante Persönlichkeiten mit hoher Kompetenz auf dem jeweiligen Gebiet und wir konnten sehr interessante Kontakte für unsere zukünftige Geschäftstätigkeit in Bulgarien, Rumänien und Moldawien knüpfen.

Alles in allem war die Konferenz spannend, informativ und zum Networking optimal geeignet!“

Anna Bespalowa (Out there media, Vienna)

I would like to also thank you for inviting me and my Romanian colleagues to this unique event and to share with you my thoughts and my impression that it was a great success. I think such events where you can create platforms of discussions and sharing knowledge are very much in demand in Europe and especially between west and east and I think Vienna has this unique position on any type of maps you would consider.

Eliza Rogalski (Rogalski & Grigoriu PR, Bucharest)



"Hallo,

ich möchte mich für die gestrige Veranstaltung bedanken und freue mich auf zukünftige Treffen."

Louisa Ilkanaev (eBoerse, Vienna)

"Thank YOU for letting me being part of it. I hope next year I will have more time and chance to listen to other presentations as well. I can't think of any complaint or suggestion for improvement. Sorry... everything was just too well!"

Nastja Mulej (New Moment Ljubljana, Golden Drum Festival)

"Thank you as well, it was a true pleasure the Vienna's experience, through brainswork's eyes :-)."

Roxana Balan (Bitter Almonds, Bucharest)

"I was very interesting to participate to the event and meet and share thoughts, ideas and business cards with some of the top communication professionals in the region. The Vienna atmosphere was refreshing and inspiring for such an event and you guys did a great job with putting all the people together. I also truly appreciated Mr. Holender's presence and speech at the event, and it made me proud he is Romanian. Best of luck with next year's event. I will keep you updated with any future development that started with this event.

Marius Ursache (Grapefruit, Iasi)



I will repeat myself again, but I really was impressed by your warm hospitality, attention and care. Thank you very much. Concerning the organization, the business case and the execution of the forum I would comment in that way:

1. It provides excellent opportunity for networking, because the atmosphere and the frame of the event are very hot and social.
2. Organizing an event in Austria with main focus on different countries in the region makes you important mediator between all that companies presenting different markets, which is a great value.
3. The platform provides great opportunity to synchronies the business watch with the other markets.
4. The event has a great potential to provide knowledge to the market and I really believe that you have to extend that opportunity.
5. On such a meetings I do believe is important not only to present the acknowledgments of the companies but to share the problems in the communication field in that markets and to define the next steps of development of the business.

Meggy Todorova (Mediamixx Festival, Bulgaria)



Receiving from the WCN, last month, Selma Prodanovic's invitation to attend the EUROFORUM COMMUNICATION 2008 (Selma, CEO of Brainswork and WCN member, was the organizer of the Forum this year), I immediately felt that I should not miss it, the focus of the Forum being this year Romania, Bulgaria, and Moldova.

Yes, I admit that I have been addicted to Central and Eastern Europe for years, especially to Romania and Bulgaria.

If deeply interested in that field, I am not an expert in Communication or Advertising, not even directly working in that field myself. Therefore, how to join the Forum on a normal working day? I could not find any serious reason for my company to send me there...

But I really felt like needing to attend. Not thinking longer about it, I quickly decided to take the convenient day off and registered immediately.

That day was yesterday, and I am really happy about my decision.

A nice and central location, an international public (Austrian, Romanian, Bulgarian, Moldavian, Dutch and Maltese attendants and many other ones, I guess) from private companies (creative agencies and their clients), diplomatic circles and international Chambers of Commerce, a perfect, very professional organisation in a quite atmosphere and - this detail for gourmets among you - excellent buffets: Everything contributed to increase the success of the programme itself.

The programme? A perfectly mastered mix of round tables ("Development of the Region", "Advertising in the Region") and numerous individual presentations by expert speakers from different horizons, countries, and companies, with brilliant and various personalities. They led us from analysis of markets to specific advertising in the different countries, multicultural approach, psychological approach of communication in other cultures and languages, from branding to "brandology", weight of history and communist patterns versus creativity and new media in these European countries, case study, and much more...

This rich programme could not hide the highlight of the day, the brilliant interview, by Selma Prodanovic, of her Special Guest Speaker, Mr. Ioan Holender, Romanian born and Director of the Vienna State Opera.

This full and long day of work, of discovery, of learning and networking ended with dinner, chill-out lounge and live music, and with an additional surprise: As a Première, a presentation of all video-spots laureates at the "Golden Drum Contest 2008", an international advertising contest which took place in Portoroz, in Slovenia, a few days ago. The fact that 108 Romanian creative works were nominated tells a lot about the quality of creative communication in this region.



I am not sure that I ever had such a productive “day off” in the past and would like to thank Selma Prodanovic for inviting WCN members to join. I can warmly recommend attending the next Forum, in October 2009: It will focus on Russia.

Marie-Sophie BLONDEAU

These days, these hours, the present times we live in have lots of surprises for us. Inspiration and the nudge to become better at what we do and believe in our abilities more may come from our TV screens, books or articles. However, receiving inspiration live, experiencing the nudge so real you can almost feel it, is a completely different story.

The Euroforum Communication 2008 bore lots of surprises from the beginning to the very last second. We experienced a women-only podium, an incredible amount of knowledge and spark coming from the focus regions. We saw a novice moderator flourish as the day advanced. Fast paced, never losing grip of our attention, the speakers left me wanting more. Moreover they served as inspiring examples to me of what we can achieve if we give our best with what we have.

The fact that registration was so openly accessible made the event even more diverse. Participants as well as presenters came from different fields but had one thing in common: passion and the desire to communicate. The hosts made us feel very welcome and did a perfect job. I made contacts that go far beyond exchanging business cards. Thank you for this unique event. Thank you for importing talent and knowledge and connecting it to our domestic one. Events like this pave the way to better understanding and to synergy in Europe.

Two thumbs up - highly recommendable for everyone.

Maria Ivanova

Competence Center for CEE, Wirtschaftsuniversität Wien



The small Stanislava and the great Euroforum

the creative director of KRES about an inspiring event

The discovery

Today I already know that Euroforum Communication Vienna has a brilliant concept – to help build up bridges between the countries in Europe and contribute to different communication societies communicate better. It is a perfect illustration of the role of Austria to always be a cross cultural and cross economical center for Europe. It proves Central and Eastern European communities can always get on perfectly in a city like Vienna. And get a better understanding of each other.

The anticipation

I had great expectations of this year's Euroforum Communication. First, I hoped to get a picture of the agencies' development in my neighbor countries and meet new fascinating colleagues. Second, my intention was to be able to present advertising agency KRES to potential partners, clients and to the entire communication community.

I am amazed by the strict and friendly preliminary organization giving the speakers both freedom of performance and security that everything will go on smoothly and easily. Because of the inspiring correspondence of Miriam David and me I got the full enthusiasm to put more efforts in my presentation. She managed to inspire me beforehand and make me feel the future atmosphere of the Forum and be adequate to it. And it feels so good to become a friend with the people that you are finally going to meet on the 23.10. Thanks Miriam and I really do hope to remain good professional friends with you and Selma!

The arrival

What better than even setting foot in Vienna you immediately get overwhelmed by the spirit of the Forum. The hotel choice (a creative space: Hollmann –Beletage hotel), the first speakers' dinner in a very informal and relaxed set-up instantly made me a part of the Euroforum spirit. We quickly became friends and got prepared for an inspiring next day. Right on this first evening I realized that the organizers have achieved great press coverage not only of the event but for the participants.

The Day



BRAINWORK



On October, 23 I utterly knew that all my expectations were not only fulfilled but exceeded. This is thanks to the perfect organization of the forum initiators and the Brainswork team. They made this event go in a smooth, friendly and very creative atmosphere. Every single detail was meant to help all participants and speakers both feel and perform in their best way.

I heard and learned a lot. I agreed and disagreed. I made many many contacts. I commented a lot on the topics with all my new and old friends. It was a long day that flew away like a second. Trying to remember the highlights for me, I would mention the inspiring dialogue of Mr Ioan Holender and Mrs Selma Prodanovic, the creative overview on the Rumanian advertising reality by Serban Alexandrescu, the historical play on the Bulgarian advertising development by Nenad Lozovic and many more. At the back of my mind I sincerely hoped to impress the audience with my speech as well and be in line with the level of the best speakers. On this day I was also very thankful to Brainswork for the good media coverage they ensured to all of us and to my agency.

The end

The day after the event we had the chance to visit two of the most reputable agencies in Austria, meet their leaders and get aware of their working atmosphere.

And... I truly hope this was not an end of my Euroforum experience but a start of new professional contacts and friendships. I am still receiving mails from participants and keep looking every morning at www.euroforum-communication.at for more news and downloads.

Stanislava Ivkova
Creative Director, KRES, Sofia

