Global Communication
The GlobCom Project
Term XIV / 2016

"Facts and Figures of GlobCom project: Analysis of a 16 years Old and Solid University Consortium"

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What is the Globcom Project

GlobCom is an international project run by 16 universities of 16 countries in 5 continents.

The PR students are in the last year of PR studies or at their Master studies.
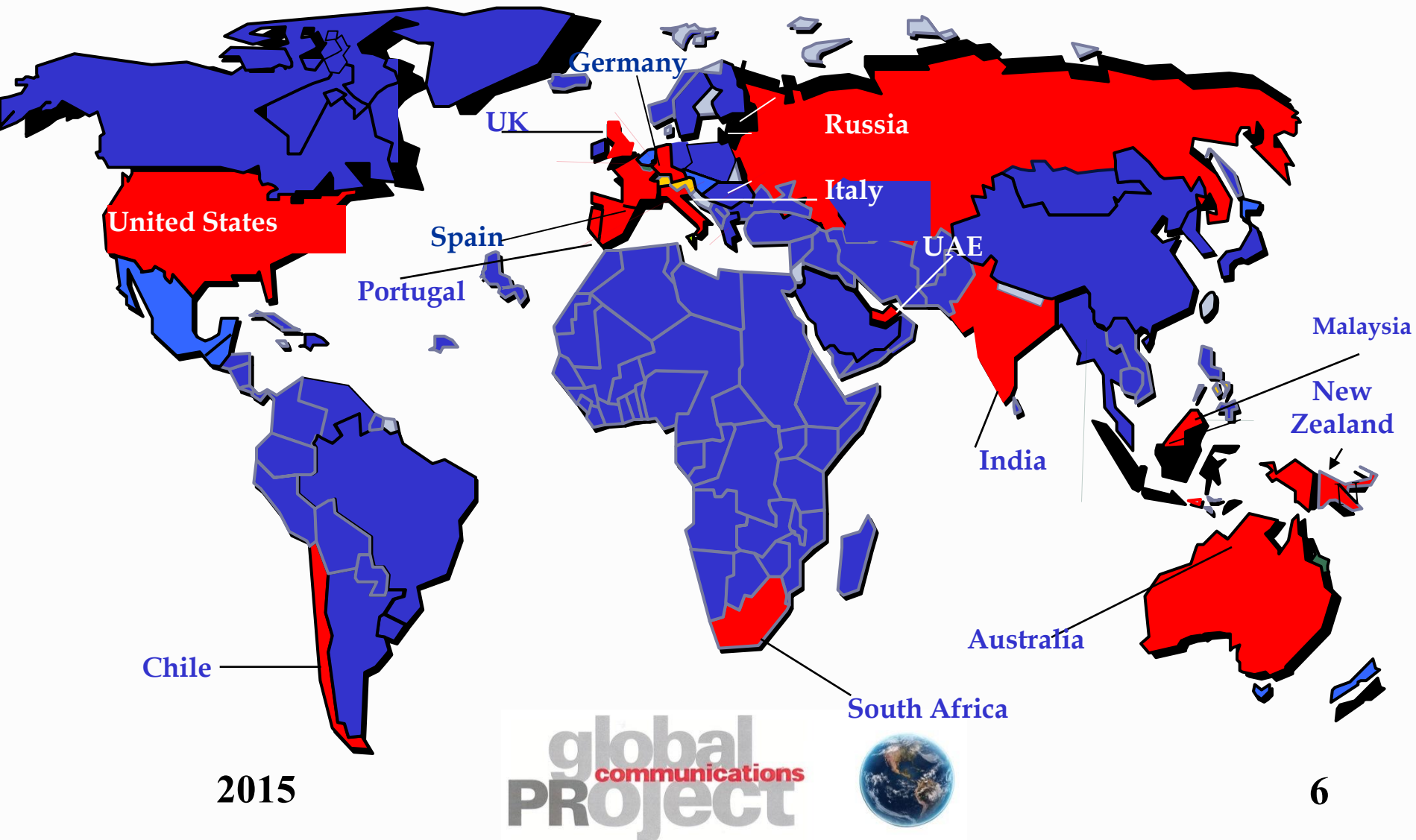
What is the Globcom Project

- 9 international student virtual teams
- *Each team gets the same PR brief and has to develop and present a ppt presentation of a PR problem - as in a real pitch.*
- *The virtual teams collaborate using the chatrooms of the GlobCom project, e-mail, skype, phone, facebook, twitter etc.*

16 Universities, 16 Countries, 5 Continents,

9 international e-Teams, 350 Students worldwide per term.

Germany

UK

Russia

Italy

United States

Spain

UAE

Portugal

Malaysia

New Zealand

India

Chile

Australia

South Africa

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Participating Universities

- ✦ ***Australia:*** *Curtin University of Technology,* **Perth**
- ✦ ***Chile:*** *Universidad de Valparaiso,* **Valparaiso**
- ✦ ***Germany:*** *University of Erfurt,* **Erfurt**
- ✦ ***India:*** *Institute of Media Management and Information Technology Studies / National Journalism University,* **Bangalore**
- ✦ ***Italy:*** *Università degli Studi di Udine,* **Udine / Gorizia**
- ✦ ***Malaysia:*** *Campus Curtin University,* **Sarawak / Borneo**
- ✦ ***New Zealand:*** *Aut University,* **Auckland**
- ✦ ***Portugal:*** *Superior School of Mass Communication and Media Arts / Polythecnic Institute,* **Lisbon**
- ✦ ***Russia:*** *State University St. Petersburg,* **St. Petersburg**
- ✦ ***South Africa:*** *Stellenbosch University ,* **Stellenbosch, Cape**
- ✦ ***Spain:*** *Ramon Llull University / Blanquerna,* **Barcelona**
- ✦ ***UAE:*** *Zayed University,* **Abu Dhabi**
- ✦ ***UK:*** *Leeds Metropolitan University,* **Leeds**
- ✦ ***USA:*** *Emerson College,* **Boston**

2016

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OUR MISSION
Managing Cultural Diversity

✦ *Few PR professionals have the ability to run global accounts*

✦ *There is a growing demand from global companies and agencies for professionals with international & intercultural PR experiences*

✦ *PR students learn to form multicultural teams for real international situations*

Global Communication Institute /
Globcom Plans of the Future

1. Alumni Club

2. Board of Trustees

3. Scientific Council

The seven Tasks of the Project

1. *To collaborate in a multicultural team*

2. *To overcome cultural barriers*

3. *To act together online in a virtual team*

4. *To work as an agency solving a global PR issue*

5. *To recognize the strength of cultural diversity*

6. *To learn implementing global strategies locally*

7. *To persuade through a presentation*

Requirements of the Project

✦ **GlobCom is part of the curriculum of each university.**

✦ **Students will be in their 2nd year of public relations /communications study**

✦ **The project must be part of each university's assessment**

✦ **Each university has a lecturer responsible for the students' participation**

✦ **All students participate from the beginning to the end of the project.**

✦ **Students will be awarded with a GlobCom Certificate**

Virtual teams (I)

✦ *9 **virtual teams comprising 16 countries.** (Around 1 to 2 students per team / per country).*

✦ ***Prerequisites:** English language, all time access to internet, in the second or third year of communication / PR studies*

✦ ***Team numbers:** The virtual teams have up to 32 members per team or more, with at least 1 student from each country /university*

✦ *If there is more than 1 student per team at one university the students will form an internal team group. In this case a **country manager (CM)** will be appointed.*

✦ *The team members appoint a **global team manager (GTM)***

✦ ***Decisions are made by all country managers or their deputies***

✦ *The students will be marked by their own university.*

Virtual teams (III)

✦ **Global team leader (GTL): Each virtual team appoints a GTL who coordinates the team, prepares online meetings, and communicates with the team's country managers.**

✦ **The GTLs will be coached in virtual team leadership by the team mentor and will be part of a GTL network.**

✦ **The country managers (CM) represent their university within the virtual team, stays in contact with the GTL, fellow team members & their lecturer.**

Virtual teams / Team mentor (IV)

✦ ***Virtual teams are a new way of doing business and students will be pioneering new methods.***

✦ ***The team mentor will coach the GTLs in virtual team skills to manage their virtual team and coordinate the GTLs network***

✦ ***All team members can contact the team mentor for help and must answer regular short survey questions sent by the team mentor.***

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Lecturers I

✦ *Run lectures & seminars around the project.*

✦ *Maintain regular contact with their students*

✦ *Monitor and guide their own students' virtual teamwork*

✦ *Keep all GlobCom lecturers informed of their team's progress*

✦ *Respond to GlobCom colleagues on time*

✦ *Represent the project locally*

✦ *Provide local/global sponsors and local media*

✦ *Evaluate and mark all presentations*

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○ **The platform allows the students to:**

✦ *access resources needed for the project*

✦ *look up information about the client and deadlines*

✦ *communicate directly with our team mentor Averill Gordon in the "Team Mentoring" section*

✦ *view photos and videos of the past events*

✦ *get in touch with former participants (work in progress)*

The Format of the Presentation II

2016

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GlobCom - Global PR CASES

2003: CSR Campaign: General Electric (GE) Foundation Policy
2004: PR for the Kingdom of Swaziland
2005: PR Campaign for the New Partnership for Africa's Development (NEPAD)
2006: Germany as a tourism destination (World Championship)
2007: Reputation Strategy for Cognis GmbH
2008: Communicating the New Abu Dhabi
2009: Promoting Culture in Abu Dhabi
2010: Airbus Support for the International Year of Biodiversity
2011: Global PR Campaign Carl Zeiss AG
2012: Eye on Earth, Abu Dhabi
2013: Destination Stellenbosch
2014: Better Vision for a Better Future: Carl Zeiss
2015: Sarawak, Malaisia
2016: Dugong and Seagrass: UN Enviromental Program

GlobCom Certificates

Certificate of Completion

This certificate acknowledges that

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of
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e-team member of
the 2007 Global Communication Project,
involving universities of 9 countries
across four continents, has successfully completed
the global reputation campaign for
Cognis Deutschland GmbH & Co. KG

Coordinator
Global Communication Project

GlobCom Lecturer

Certificate of Exceptional Merit

This certificate acknowledges that

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of

**and international e-team members from
universities of 9 countries across 4 continents have
distinguished themselves by earning the
2007 Global Communication Project**
First-place Honors
**for their international campaign developed
for Cognis GmbH**

Spring/Summer Semester 2007

Coordinator
Global Communication Project

GlobCom Lecturer

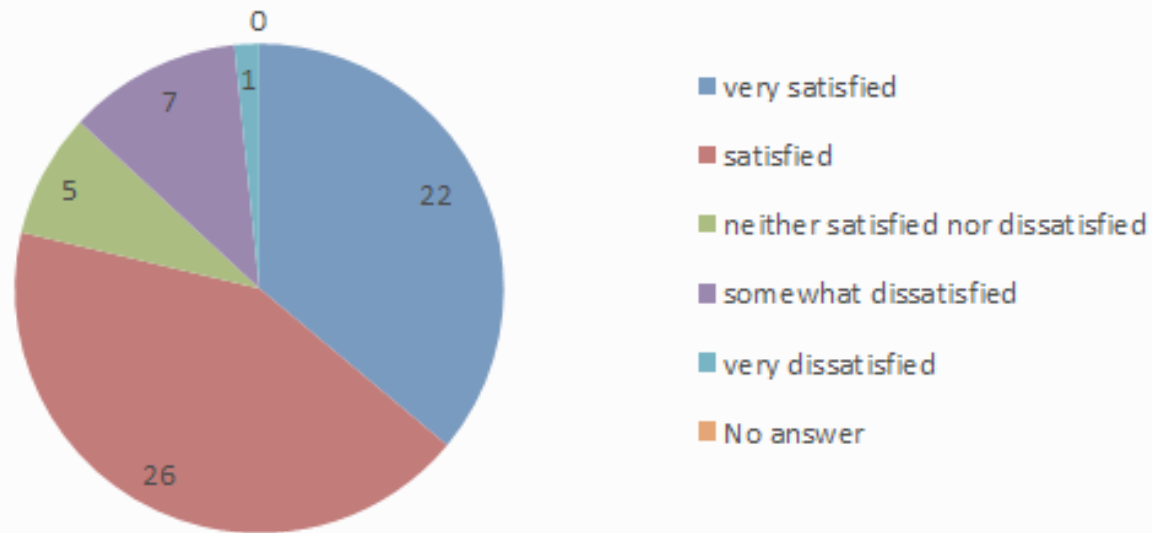# Central Event
9. Symposium on Global Communication 2012

Lecturers and students of GlobCom will meet each year once:

- Event 2003: Erfurt
- Event & Symposium 2004: Barcelona
- Event & Symposium 2005: Gorizia / Trieste
- Event & Symposium 2006: Palma de Mallorca
- Event & Symposium 2007: Lisbon
- Event & Symposium 2008: Abu Dhabi
- Event & Symposium 2009: Abu Dhabi
- Event & Symposium 2010: Cheltenham, UK
- Event & Symposium 2011: Barcelona
- Event & Symposium 2012: Abu Dhabi
- Event & Symposium 2013: Stellenbosch
- Event & Symposium 2014: Boston
- Event & Symposium 2015: Sarawak, Malasia
- Event & Symposium 2016: Abu Dhabi, EUA

Evaluation of the Presentation II

1. First, please rate your overall satisfaction with the Global Communications Project.

- very satisfied
- satisfied
- neither satisfied nor dissatisfied
- somewhat dissatisfied
- very dissatisfied
- No answer

Barcelona / CATALONISpain 2011

Boston / USA 2014

2016

The Sponsors I

✝ **On a central basis: The project will be sponsored by a case sponsor and by pool sponsors**

✝ **Case Sponsorship:**
  - ✦ *Drafts the PR case*
  - ✦ *Gets the copies of the global PR strategies*
  - ✦ *Submits the winner award (Laudatio)*
  - ✦ *Mentioned in all publications (e.g. certificates, website, press releases, letter heads, media work)*
  - ✦ *Contributes to the Central event*
  - ✦ *Benefits of a pool sponsor*

✝ **Pool Sponsors e.g.:**
  - ✦ *Mentioned in all publications*

The Sponsors II

- ✦ **Members of the board of Trustees**
- ✦ **Invitation to the Symposium**
- ✦ **Invitation to the Award Gala Dinner**
- ✦ **Members of the award jury**
- ✦ **Hypelink at the project`s website**
- ✦ **Access to the global academic world**

✝ **Local Sponsors:**

- ✦ **Mentioned in local media work**
- ✦ **Mentioned on the projects website**

✝ **Central Funds used only for central project needs, local funds for local needs**

The Press Officer

○ ***One student in each country may act as a press officer of the project. PRO tasks:***

✦ *Announcing the project*

✦ *Informing PR trade magazines and local media*

✦ *Keeping contact with other PRO`s*

✦ *Cultivating relationship with the sponsor*

Timing

✦ *Individual Preparations by Universities:*   *Nov. to Jan. 16*

✦ *Start of the project: Registration/Contacts*   *23. Feb. 16*

✦ *Start Introductions and Briefing:*   *24. Feb. 16*

✦ *Briefing Sessions with the Client:*   *09. Mar. 16*

✦ *Development of the Presentations:*   *Mar to May, 16*

✦ *Re-Brief with the Client*   *27. Apr. 16*

✦ *Submission of Presentations:*   *May 18, 16*

✦ *Symposium in ABU DHABI/UEA*   *May 29, 16*

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OUT COMES

✞ *4500 Alumni*

✞ *4 Special issues publishes impact Academic Journals.*

✞ *14 Symposiums World Wide*

✞ *A 5 year master on Global Communication studies*

✞ *A Board of trusties*

✞ *Quite very big clients trust us:UN, Goverments (Germany, Spain, Italy, and Abu Dhabi), General Electric*

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