

International Marketing Week

14th edition

Icon test - I contest
A challenge for creative European Marketers



Leuven - Belgium
20 - 25 March 2016



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Do you have what it takes to design the ultimate logo?

The star of Mercedes, the symbol of Red Bull, the little flower of Yoplait, the iconic bottle of Coca-Cola: these symbols and icons are chosen consciously to represent the personality and culture of a company or brand. The identification, the recognition of a company, an organization or a brand contributes to reach the company's objectives.

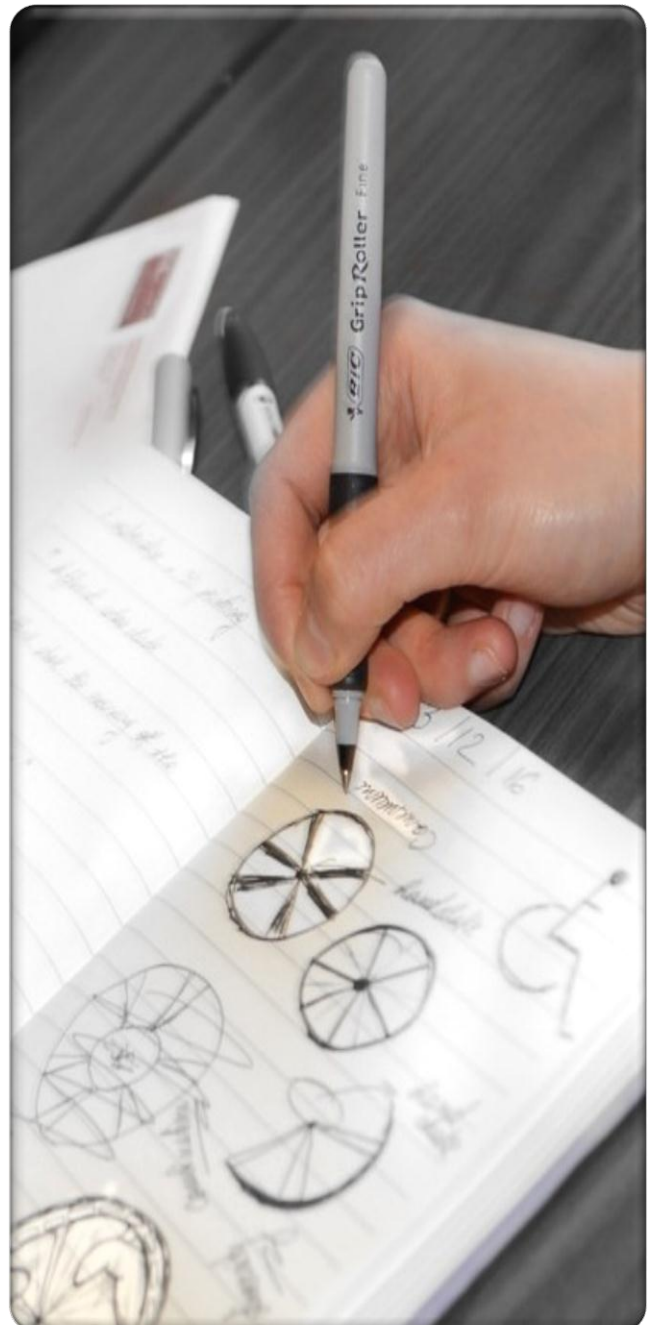
During this project you will design and create a logo for a business client. You will be working in an international team. The groups are composed of **Belgian** and **international** students. While developing logos, you will have to draw upon your knowledge of several disciplines. You will also have to prove your creativity and your communication skills.

Icon test – I contest

This project is developed as a contest, a **competition**. Several teams will create a logo for the same business client. The created logos will be judged by a professional, an international and a student jury. The winning teams will get a prize.

Working, living and just interacting with students from all over Europe was such an incredible experience for us. This was the most eye-opening cultural experience we have had and it really puts into perspective the importance and dynamics of culture.

Rachael Vautin, Jules Waxman
Students Salisbury University, USA



The International Marketing Week creates an international learning environment for marketing students.

During this week you are challenged to use your competences on different marketing aspects and techniques. On top of that you will be doing this in an international setting where intercultural dialogue and cooperation are key to your success.

Social and cultural activities are organised to allow you to meet your fellow students from other countries.

Sunday

- > Arrival day
- > Welcome @ Youth Hostel
De Blauwput

Monday

- > City game
- > Opening of the International Marketing Week
- > Guest speaker
- > Workshops
- > European Aperitif

Tuesday

- > Workshops
- > Ice skating
- > Guest speaker
- > Team-building activity

Wednesday

- > Company visits
- > Visit of Ghent
- > Students' evening
@ students' pub *Maxim'o*

Thursday

- > Workshops
- > Roundup of assignments
- > Reception at Leuven City Hall
- > Gala dinner with music and dance

Friday

- > Exhibition of the created logos
- > Student , professional and international jury
- > *Frietkot*, enjoy this famous Belgian specialty
- > Prize giving ceremony



European Aperitif

It is the tradition that students of the participating institutions bring some food and drinks that are typical for their country. These are shared during the European Aperitif with the other participants. Consult with your coach and fellow students to decide what you will bring.

Ice skating

Don't forget to bring your gloves! A visit to the ice skating rink is organized to give you that well deserved break in between workshops.

City game

No town in Belgium appeals so much to the imagination as this century old university town. Play the game and get-to-know it!

Company visits

Company visits bring you closer to real business life. UC Leuven-Limburg offers you a choice to visit a Belgian company, where you can discover and taste authentic Belgian curiosities.

Visit of Ghent

During your visit of Ghent you are free to explore the city, do some shopping, visit Ghent's magnificent Old Belfry or stroll along the quays of the 'Graslei' – the thriving heart of the inner city.

Gala dinner with music and dance

To celebrate our International Marketing Week, a gala dinner with music is organized. So bring your gala outfit, polish your dancing shoes and practice your moves for this unique event.



Registration for students

The registration fee is € 210.

Included are:

- Accommodation for 5 nights (arrival Sunday, departure Friday)
- Breakfast and lunch each day
- Dinner on Monday and Tuesday
- Gala dinner on Thursday
- Ice skating
- Company visit of choice
- Visit of Ghent
- Local transport
- Programme

If you want to participate in this International Marketing Week:

- Send an email to Hilde Evers (hilde.evers@ucll.be) before **January 12th, 2016**. We will send you a registration form.
- Pay the fee of € 210 to your international coordinator.

Accommodation for students

You will stay at Youth Hostel 'De Blauwput'. Rooms are for 4 to 6 people. Bed linen is provided. You have to bring your own towels. UC Leuven-Limburg will book accommodation from Sunday 20 March till Friday morning 25 March (5 nights). You can book extra nights directly at the Youth Hostel.

Youth Hostel 'De Blauwput', Martelarenlaan 11a, B-3010 Leuven

www.leuven-hostel.com

Check this website for additional information.

How to reach us

LEUVEN

From Brussels Airport (Zaventem)

There is a direct train connection between Brussels Airport and Leuven. On arriving at Brussels Airport take the train to Leuven.

From Brussels South Charleroi Airport

On arriving at Brussels South Charleroi Airport, take the shuttle bus to Brussels South (Brussel Zuid – Bruxelles Midi). In Brussels South take the train to Leuven (Please take care that you take the train to LEUVEN (Louvain) and NOT to Louvain-la-Neuve). Look for trains with end-destination either Luik (Liège), Verviers or Welkenraedt-Eupen (Keulen), Hasselt – Genk or Tongeren.

By train at Brussels

On arriving at Brussels South (Brussel Zuid – Bruxelles Midi) take the train to Leuven as mentioned above (see 'From Brussels South Charleroi Airport').

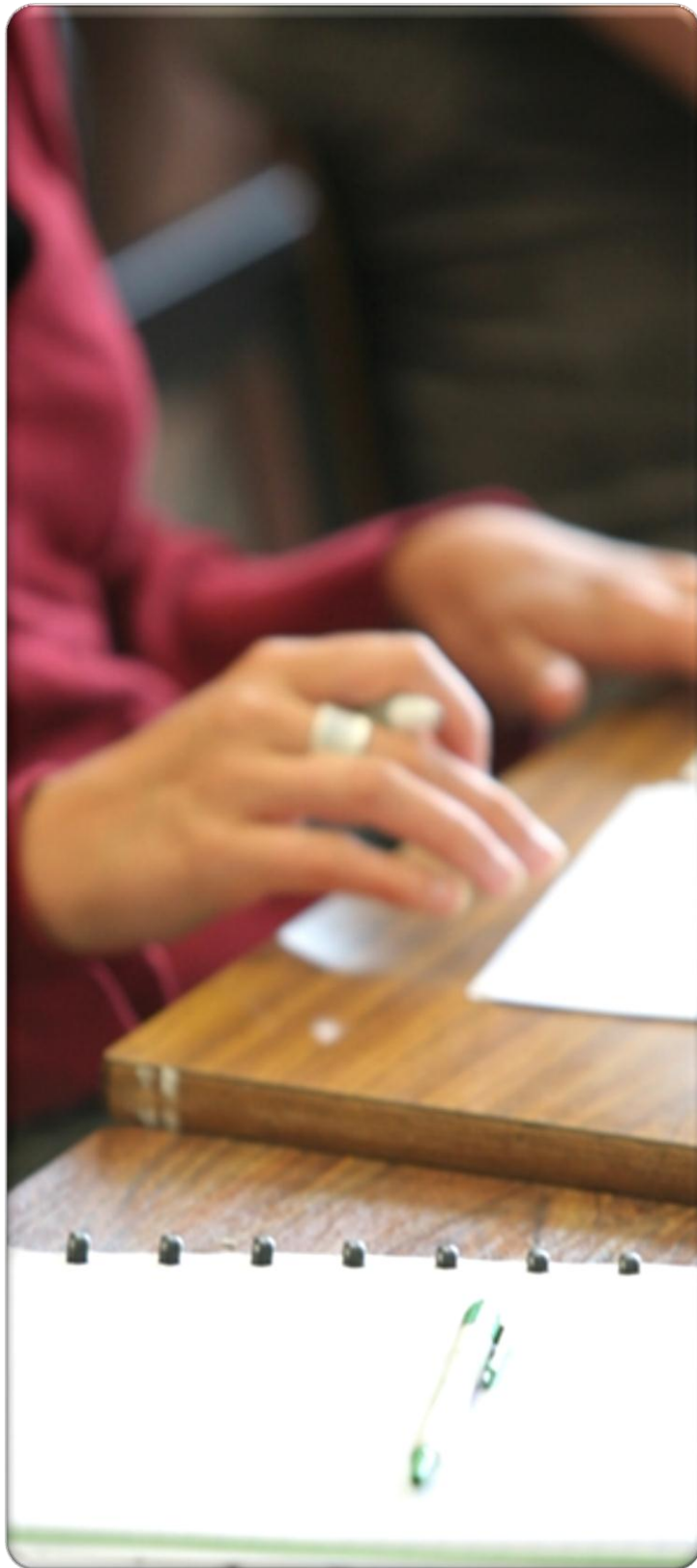
YOUTH HOSTEL

At Leuven station take the tunnel towards Kessel-Lo. You will see the hostel in front of you when you exit the tunnel.

FACULTY MANAGEMENT AND TECHNOLOGY

At the bus station take bus 4 (direction Haasrode, Brabant), bus 5 (direction Vaalbeek) or bus 6 (direction Neervelp – Meldert). Get off at Heverlee Kazerne. Take the first street on the right (Hertogstraat). The faculty is at 100 m on the left side.





Recommended hotels for coaches

Binnenhof

Maria-Theresiastraat 65, 3000 LEUVEN

tel. +32 (0) 16 20 55 92

fax +32 (0) 16 23 69 26

✉ info@hotelbinnenhof.be

📞 www.hotelbinnenhof.be

La Royale

Martelarenplein 6, 3000 LEUVEN

tel. +32 (0) 16 22 12 52

fax +32 (0) 16 29 52 52

✉ info@laroyale.be

📞 www.laroyale.be

Theater Hotel Leuven

Bondgenotenlaan 20, 3000 LEUVEN

tel. +32 (0) 16 22 28 19

fax +32 (0) 16 28 49 39

✉ reservations@theaterhotel.be

📞 www.theaterhotel.be

Ibis Leuven Centrum

Brusselsestraat 52, 3000 LEUVEN

tel. +32 (0) 16 29 31 11

fax +32 (0) 16 23 87 92

✉ h1457@accor.com

📞 www.ibishotel.com

The Lodge

Kantineplein 3, 3001 HEVERLEE

tel. +32 (0) 16 50 95 09

fax +32 (0) 16 50 95 08

✉ heverlee@lodge-hotels.be

📞 www.lodge-hotels.be

More hotels on www.leuven.be

Registration for coaches

We ask the coaches to book their accommodation themselves directly with one of the hotels recommended above.

If you want to participate as coach in this edition of the International Marketing Week, send an email to Hilde Evers (hilde.evers@ucll.be), before March the 1st, 2016.