



Call for Participants

April 2025
www.adceurope.org

Overview

Agency Exchange is an educational programme promoted by ADCE in collaboration with all creative local clubs members of its network. It matches creatives and agencies/studios that are willing to share their knowledge and learn from different working methods and cultures.

Not only it is 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 hosting a wide range of talents from other cultures, countries and backgrounds.

This programme is looking for professionals interested in having an experience working abroad for a few weeks and their agencies to host creatives from all over Europe.

IMPORTANT: The agency that sends a creative is committed to host and “tutor” another creative and be responsible for this one who will benefit the most of the experience (at a professional and personal level).

Eligibility & Requirements

- Mid-level professionals with 2 to 5 years experience currently working in an agency or studio.
- Open to all European creatives, members or non-members of ADCE.
- When applying the agency/studio profile and the job/project the exchanger must be well defined.
- English must be the common language in the hosting team during the exchange period.

Conditions

- Exchange duration: 3 to 6 weeks.
- 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). **The hosting agencies are responsible for covering the accommodation costs.**
- 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).
- Participation fee:
 - Free (0€) participation for ADCE members: If you're a member of any of the [23 ADCE Member Clubs](#), you can become an ADCE member for free. If you are not a member yet, [sign up now](#).
 - Non ADCE members: ~~500€ fee~~ **25% OFF FOR OFF**
**Mention the code: OFFFxADCE*

Procedure once entries are open

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 the 21st of May.
4. ADCE contacts all participants with the information about every agency/studio and job/project that are available for the applicants.

5. Every applicant selects 3 jobs/agencies in order of their preference.
6. ADCE does the match taking in consideration the applicant's priorities, ensuring the final selection will be among the 3 priorly selected options
7. 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.
- Deadline to send in the application is Wednesday 21st of May.
- Link to the [application form](#).

* If you have any questions during the process, please contact exchange@adceurope.org

Calendar

14/04 - 21/05: Open Call.
23/05 - 30/05: Preferences definition & match (by ADCE).
10/06: 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 contact 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 themselves before the creative’s arrival.
- If the exchange is not simultaneous, it would be great that the Mate is the creative of the hosting agency participating at the exchange programme.

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.