

# International Marketing Week

## 17<sup>th</sup> edition

From Logo 2 Branding  
A challenge for creative European Marketers



Leuven - Belgium  
31 March – 5 April 2019



**UC Leuven-Limburg**  
Faculty of Management  
Campus Proximus - Leuven  
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## Do you have what it takes to design the ultimate branding?

The star of Mercedes, the symbol of Red Bull, the font of Google, 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 work on brand identity and design a logo for a business client. You will be working in an international team. While creating a brand identity and developing logos, you will have to draw upon your knowledge of several modules such as Market research, Marketing communication concepts, Consumer behavior, Graphic design, Copywriting and Sales skills . You will also have to prove your creativity and your communication skills.

### From Logo 2 Branding

This project is developed as a competition. Several teams will create a logo and design the ultimate branding for a business client. The outcomes 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 @ Leuven
- > Opening of the International Marketing Week
- > Guest speaker on branding and logo
- > Workshops
- > European Aperitif

### Tuesday

- > Workshops
- > Ice skating
- > Reception @ Leuven Town Hall
- > Team-building activity

### Wednesday

- > Company visits
- > Visit to Ghent
- > Students' evening

### Thursday

- > Workshops
- > Roundup of assignments
- > Gala dinner with music and dance

### Friday

- > Exhibition of the outcomes
- > 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.

### **Visit to Ghent**

During your visit to Ghent you are free to explore the city by the Ghent City Quiz, 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.

### **City game @ Leuven**

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

### **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.

### **Reception @ Leuven Town Hall**

Taste Leuven's pride such as Stella Artois or Leffe in one of the best-known gothic town halls worldwide.

### **Company visits**

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



## Registration for students

The registration fee is € 230.

Included are:

- Accommodation and breakfast for 5 nights (arrival Sunday, departure Friday)
- Lunch each day
- Dinner on Tuesday
- Gala dinner on Thursday
- Reception @ Town Hall
- Ice skating
- Company visit of choice
- Visit to Ghent
- Local transport

If you want to participate in this International Marketing Week:

- Send an email to Hilde Evers (hilde.evers@ucll.be) before **January 7<sup>th</sup>, 2019**. We will send you a registration form.
- Pay the fee of € 230 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 31 March till Friday morning 5 April (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](http://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.

### From Brussels

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

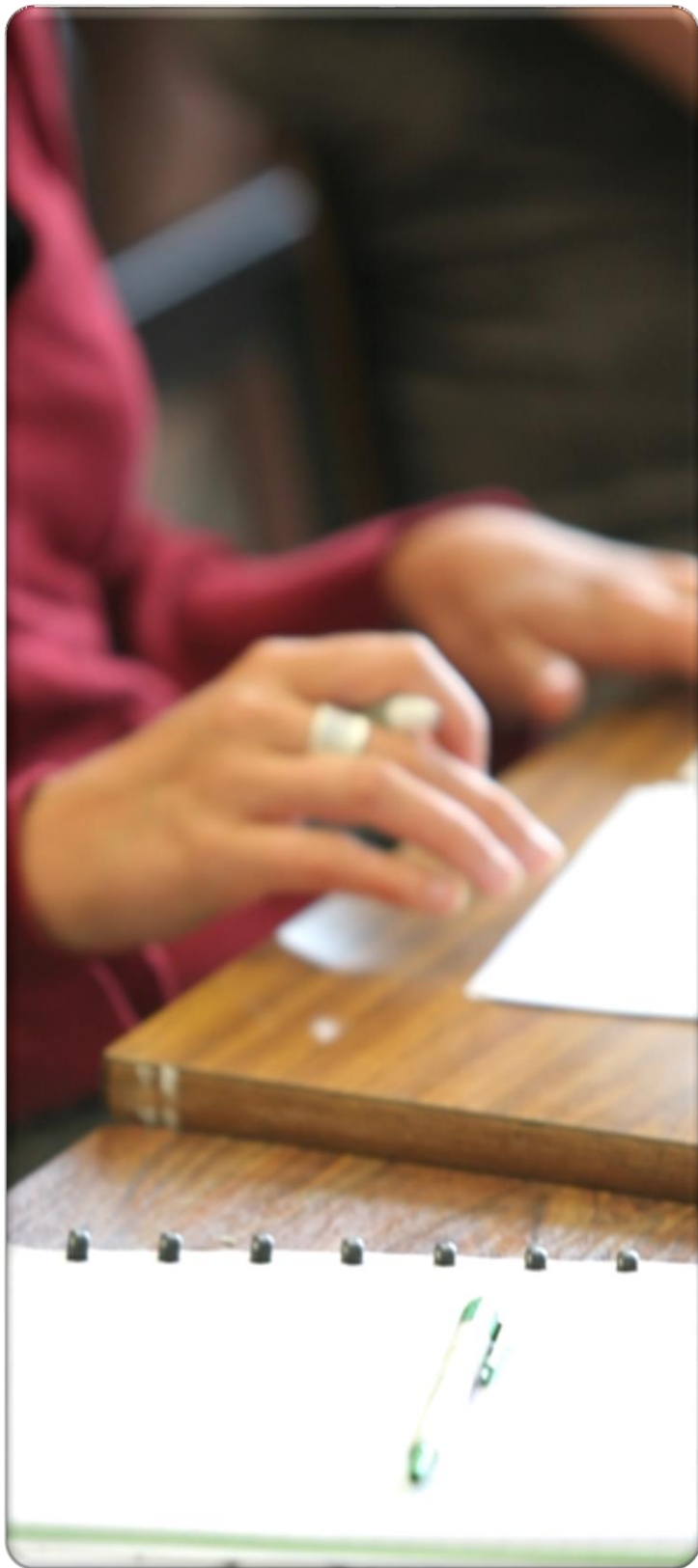
## YOUTH HOSTEL

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

At the bus station take bus 630 (direction Haasrode, Brabant), bus 4 (direction Haasrode, Brabant), bus 5 (direction Vaalbeek) or bus 6 (direction Neervelp – Meldert). Get off at bus stop UCLL. Take the first street on the right. 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

More hotels on [www.leuven.be](http://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](mailto:hilde.evers@ucll.be)), before March the 1<sup>st</sup>, 2019.