

EDOARDO TEODORO BRIOSCHI

THE MILAN FINAL DECLARATION ON THE CHALLENGE  
OF INTERNATIONAL ADVERTISING

It is a pleasure for me to present this Declaration about international advertising at the end of this conference. A Declaration I suggested in advance — at the beginning of the planning of this event — with the contents of which I hope you will agree.

It is very important for me, because my university is investing in international advertising. First, we are planning to do some research about the needs of industry, also with reference to international advertising. We shall do these focus groups in 1995. Second, we are planning to introduce a special course on international advertising in our university — I do hope we can do that immediately, in this academic year — and so it is very important for me to stress this need, especially to convince my Rector, who has to decide upon it.

I do also hope that this Declaration will be accepted by the press and spread, not only by the press in general, but by the specialized press in particular, as well as through IAA publications, because this is a very significant issue.

I shall now simply read the Declaration statement by statement.

1. Education is preparation for the future. The IAA and educators will co-operate in taking the lead in state-of-the-art professional development programs, through education and training for the marketing communication industry of tomorrow.

2. The international advertising industry needs well-educated people with business and arts orientation, creative thinkers, risk-takers, doers and thinkers, team-players, entrepreneurs. Those who are open-minded, flexible, passionate, talented, organized, people with a global outlook and cultural sensitivity.

3. Educators should play a role in promoting and developing international advertising knowledge in the advertising industry.

(Just a little comment. The advertising industry is not so open to international advertising as we sometimes think).

## EDUCATORS' ROLE

How may educators develop their role? By working in close harmony with the industry and increasing networking across the world, creating continuous education programs, developing and harmonizing programs, promoting the IAA Diploma in International Advertising, exploring borderless electronic communication systems to collect just-in-time knowledge.

## IAA'S COMMITMENTS

1. To work with IAA-accredited institutes on education programs which combine classwork with practical training.
2. To support the value of international advertising education and training through local Chapters, through associates, and through promotional activities.
3. To use the combined resources of all IAA institutes in increasing the number of accredited institutes, particularly in the developing markets.