

**Looking across borders again – Euroforum: communication 2007 in Vienna on November 8**

*This year's focus set on the dynamic markets of Croatia, Serbia and Bosnia-Herzegovina*

Euroforum: communication, organized this year on behalf of the Vienna Professional Association Advertising & Market Communications industry, by the Brainswork™ group, is an event that has successfully built its reputation as a high-level, high-efficiency meeting on the Central European advertising calendar. This year's enhanced focus on networking, together with the economic attractiveness of Europe's youngest and most dynamic region, are bound to make Euroforum: communication 2007 an highlight in and beyond Austria. Vienna's potential as a high-profile crossroads between 'Old Europe' and the exciting markets in the East is bound to be an important factor contributing to the success of the event.

**Connecting businesses across the borders**

The advertising industry needs to follow the businesses it communicates, and while bigger agencies and networks may have no difficulty in breaking new ground, the medium and smaller ones often lack necessary time and resources to invest in finding and selecting contacts. This stresses the importance of networking and of business links beyond borders. The event program, which combines diversity and opportunity to establish sustainable partnerships, is a tool to bridge this gap.

**Knowledge- and experience transfer**

The event will begin with an expert discussion round on the trends and features of the markets in the focus countries. These speakers will bring in local know-how and intercultural management skills, together with tips on how to beat obstacles in language, culture, and communication.

## Keynote Speech

This year's keynote speaker is Bosnian-American Mirko Ilic, author of "Anatomy of Design" and previously Art Director for the international edition of TIME Magazine. Ilic's management skills, combined with his philosophy of how creativity is not an issue of power, money or size, as well as the innovative and sometimes provocative nature of his work, have gained him international recognition.

Organized by the Brainswork™ group

The event will be organized by the Brainswork group, the sustainable business development consultancy servicing clients on 4 continents and focusing on crossing the borders of conventional business and connecting divergent visions and interests. Chief Networking Officer Selma Prodanovic is an expert in strategic marketing and networking with 15 years of professional experience in New Business Development in Central and Eastern Europe.

A registration form and further information are available at [www.euroforum2007.at](http://www.euroforum2007.at).

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