

Vision

EFFICIENCY IN COMMUNICATION

- Booklet -



European Students of Industrial Engineering and Management
www.estiem.org

ESTIEM

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As a member of the Vision Team, I am proud to say that we have concluded the term “Vision - Efficiency in Communication”. In ten different countries, fourteen Local Groups of ESTIEM hosted three hundred participants. During this term, students from all over Europe discovered different branches of the topic “Efficiency in Communication” and experienced different cultures in an international platform.

Attending a Vision Seminar helps develop yourself, explore a different culture and get to know new people. Many ESTIEMers enjoyed this unique chance and through this booklet, we aim to immortalise this term’s seminars and disseminate the great experience we had during this year. While reading these pages, you will explore the experiences of the participants and you will be a part of the academic and cultural sides of their events.

Enjoy reading and remember:

You Need Vision to See!

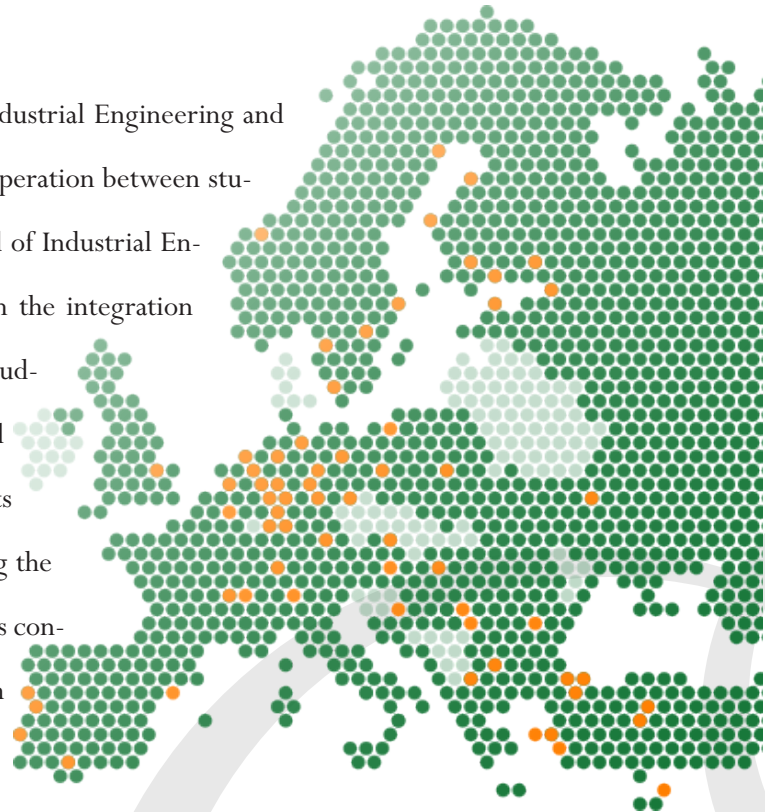


Bahar Akinci

Introduction

About us

The organisation known as ESTIEM (European Students of Industrial Engineering and Management) was created to increase communication and cooperation between students and institutions of technology in Europe within the field of Industrial Engineering and Management (IEM). The IEM concept rests on the integration of technological understanding and management skills. The studies provide analytical capacities, engineering knowledge and practical management experiences, which make IEM students valuable since they are able to do business while understanding the underlying technology. As the demand for internationalisation is constantly growing in the uniting Europe, young people with both a European orientation and experience will be most needed.



“ESTIEM is an exciting network of open-minded students with a professional approach.”

ESTIEM is the only Europe-wide organisation of IEM and represents today through its 64 member groups over 47,000 students in 25 countries. Founded in 1990, it aims at establishing and fostering interrelations among students of IEM. Multi-national project teams organise a wide scope of Europe-wide activities such as exchanges, conferences, case competitions, lectures and workshops. This makes ESTIEM a unique network connecting people with different cultural backgrounds and experiences.

About ESTIEM

Our Mission

Our goal is to foster relations between IEM students across Europe and support them in their personal and professional development. We achieve this by organising a diverse portfolio of activities and events, and by providing a platform for communication and intercultural exchange.

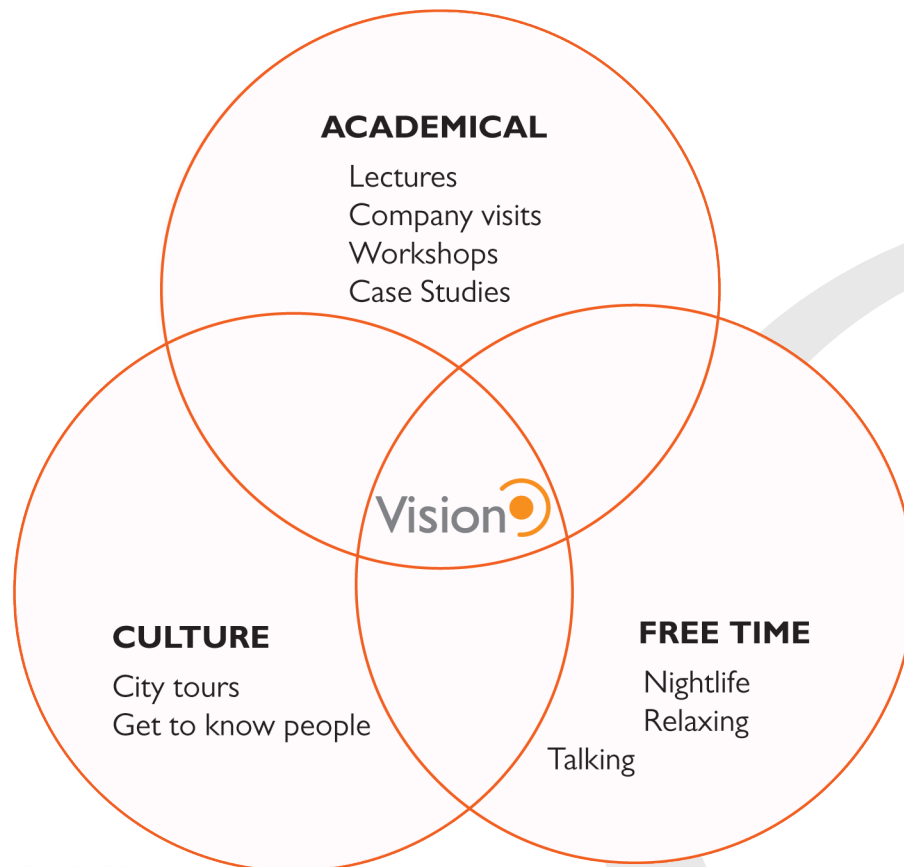
We promote the concept of IEM by establishing contacts between students, companies and institutions. Contributing to mutual understanding across Europe, our unique ESTIEM spirit stands for overcoming borders, being open-minded and combining work and fun.

Our Core Values

- **Intercultural values:** By respecting and understanding cultural diversity, we enable our organisation to build on the power of international relations.
- **Organisational values:** Our democratic organisation with a flat hierarchy encourages participation from all our members. We are a non-political, non-religious and non-profit organisation. We are free from discrimination on any base.
- **Network:** We believe in a strong, interacting network as the foundation of our organisation.
- **Atmosphere:** The ESTIEM-spirit creates a motivating atmosphere of tolerance and friendship combined with professionalism, and encourages successful teamwork.
- **Development:** By valuing proper knowledge transfer, we ensure the continuity and learning ability of our organisation. We believe that giving ESTIEMers the opportunity of challenging themselves support their personal development.
- The experiences and the personal network influence our lives even **after our active ESTIEM life**. We value the input given by **former ESTIEMers** as an important source of information.

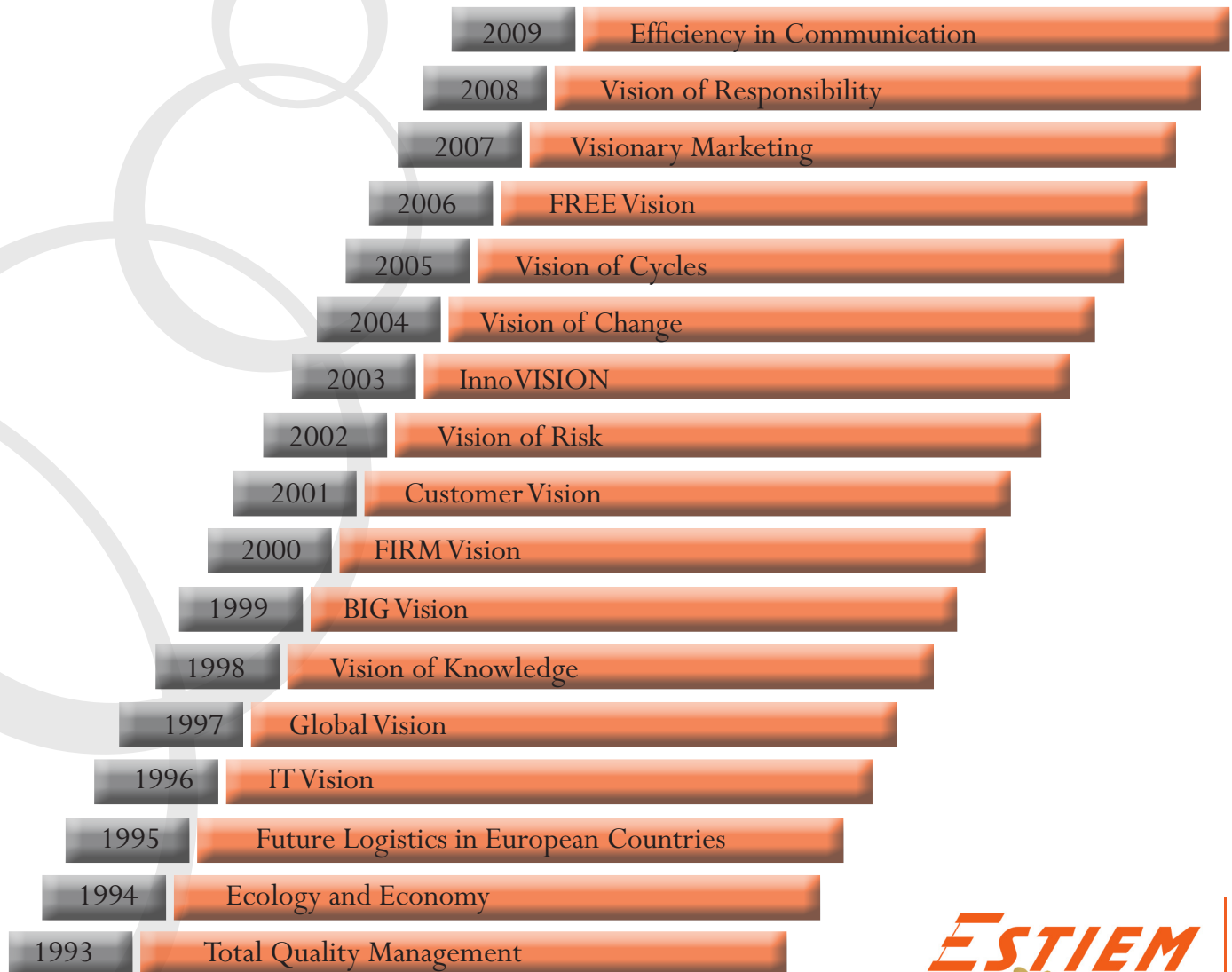
Vision Project

The Vision Project is a seminar series carried out by ESTIEM since 1993. Every year the Project has an IEM-related main topic which has a current relevance. Traditionally, it consists of 7 to 15 seminars, which are held in different cities through Europe. Each individual seminar deals with a different subtopic which covers a part of the main topic. The Project is seeking to assist in the personal development of IEM students by offering academic content about the topic mixed with cultural insights about the city and country in which the seminar is held.



History

The Vision Project started in the year 1993 and has continuously grown each year. So far, 17 seminar series have been organised by ESTIEM.



Efficiency in Communication



Antti Mattila
Jarno Pons



In November 2008, “Vision - Efficiency in Communication” was launched in Council Meeting Famagusta and now, two years later, the Project is about to come to its end. Meanwhile, 13 seminars took place in different cities all around Europe. Seminars which all had their own unique moments. We hope this booklet gives you some insights to the wonderful experiences the participants had during the events.

“Efficiency in Communication” is an important topic to think and discuss about, for all of us who want to be successful in the future. Every organising Local Group gave its own twist to the topic which resulted in several different seminars. We are happy with the overall quality of the seminars, and especially with the enjoyment the project gave to its organizers and participants.

We would like to thank all the organisers of the different seminars and the members of the Vision Project team for making this Project a success. For us it has been a great experience to be in close contact with every one of you, to get feedback and suggestions from you, and to achieve something together. We are proud to be part of this team. For this year’s booklet, we would especially like to thank Bahar Akinci, who has been responsible for it, and the Public Relations Committee for all the assistance. We think you have contributed a lot to the further development of the Vision Project!

We hope to see all of you in one of the next Vision seminars, and that you keep contributing to this great Project.



The main topic of the Vision Project 2009/2010 was “Efficiency in Communication”. Communication is a key element in all businesses, and each company communicates in a different way. Efficient communication is a communication in which a message gets across as fast as possible or as energy efficient as possible. In a rapidly changing world as nowadays, this kind of communication becomes very important. New technologies for efficient communication are discovered, giving companies the opportunity to save more and more resources. In the seminar series the ways of communicating efficiently and the influences on different fields are discovered.

Gothenburg - How to promote yourself

Istanbul ITU - Communication with Customers

Skopje - Corporate Communication

Belgrade - Communication for the Future

Kaiserslautern and Karlsruhe - Me, You & the Machine

Lappeenranta - Communication over Borders

Lyon - Convincing People

Trondheim - Communication Solutions of Tomorrow

Novi Sad - Any Time, Any Place, Do IT Wireless

St. Petersburg - Lost in Translation

Hamburg - Catchy Advertising - Get your Message across

Linköping - Presentation Skills in Focus

Eindhoven - Final Conference

Gothenburg-How to Promote Yourself

General information

City: Gothenburg

Topic: How to Promote Yourself

Number of participants: 18



Academic part

Lecture by an Alumnus ESTIEMer: A former ESTIEMer who owns an internet marketing business gave tips and shared experiences within a friendly atmosphere.

Lecture by marketing teacher about the importance of building long-term relationships with customers.

Lecture by Company Santa Maria: their path from a small spice company to a larger one and their future challenges.

Company visit to Volvo Cars: A guided tour inside the factory with the blue train. A small lecture about safety and environment by the tour guide.

Company Visit to Green Cargo: A three-hour company presentation followed by a case study in which the students had to propose solutions to improve Green Cargo's marketing methods.

Cultural part

A city tour by a local student was provided during the event. The participants also had the chance to experience Gothenburg's social life and meet local students in local clubs.

Istanbul ITU - Communication with Customers

General information

City: Istanbul

Topic: Communication with Customers

Number of participants: 40



Academic part

Lecture by Serdar Susuz, General Director of Inspark (Business and Software Consultancy Company). Topic: **What is CRM?**

Lecture by Barı Taptık (Director of Dynamics CRM in Microsoft Company). Topic: **Latest Developments in CRM**

Lecture by Kına Demirel (Director of CRM, Migros), Hakan Kırtaç (Business Development & CRM, Arçelik) and Burç Kılıçer (Roche). Topic: **CRM Users**

Lecture by Gülgün Karakutlu (Istanbul Technical University Lecturer). Topic: **CRM in Innovation**

Company Presentation of **Microsoft CRM Software** by Ömer Erkmén.

Company Visit to a **Call Center** named Global Bilgi and to **Vodafone Call Center**

Cultural part

The participants had a city tour consisting of historical parts of Istanbul and famous Bazzars. Turkish culture and traditions were presented to the participants with Turkish nights and other activities.

Skopje - Corporate Communication

General information

City: Skopje, Macedonia

Topic: Corporate Communication

Number of participants: 50



Academic part

Lecture by Nikola Levkov – MSc Professor, Faculty of Economics Skopje.

Topic: “Formal vs. informal, internal vs. external, verbal vs. nonverbal, barriers, effective listening and speaking, body language, written communication, job hunting...”

Lecture by Nenad Apostolovski – USAID trainer.

Topic: “How to write CV and Motivation letter and how to behave during the interview”

Lecture by Vladimir Dukovski, PhD Professor, Faculty of Mechanical Engineering Skopje.

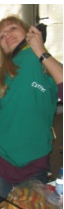
Topic: “Quality systems and standardization”

Lecture by Tatjana Loparski, Director of Public Relations agency – “Element PR”.

Topic: “Communications in the management crisis – rise and fall of SWEDMILK”

Lecture by Goran Stojkovic, Director of Public Relations agency – “Press Clipping”.

Topic: “Communication skills and tools for PR activities, their implementation and analysis”



Lecture by Njomza Querimi, PhD Professor, SEE University Tetovo.

Topic: “Basic communication, negotiation skills and work ethics” - Certified training from USAID

Company Visit to “Brako Holding” in Veles, 50 km from Skopje, leader in the production of wire products in the Balkan Peninsula.

During the two-hour company visit with a guide, students visited all the production and distribution facilities. A company presentation which lasted 45 minutes was also presented.

Case Study – SWEDMILK in Macedonia: The goals of this case study were to get the students to see the big picture, to discuss and to think about what happened with SWEDMILK in Macedonia.

Cultural part

In addition to the city tours in Skopje and Veles, the participants also visited the “Memoriam centre Kosturnica Veles National Museum”. A Macedonian night was scheduled in Kafana – Macedonian kind of restaurant where participants tasted the national dishes. Also participants exchanged their national foods and drinks in the International Night (enjoying the tasteful Macedonian cuisine and delicious Macedonian wines plus Serbian, Bulgarian, Turkish, French, Croatian cuisine & drinks).



Belgrade-Communication for the Future

General information

City: Belgrade

Topic: Communication for the Future

Number of Participants: 21



Academic part

Lecture by the minister of Education and Sports about the recent developments in education in Serbia.

Lecture by Milica Licina Calija (Corporate Communications Director at Kappastar) about media presentation.

Company visit at the main office of the Delta Maxi Group, part of Delta Holding.

Company visit to a telecommunications company in Serbia: Telekom Srbija.

Presentation about protecting your company from the dangers of the Internet by Dell.

Cultural part

Participants visited the historical places of Belgrade through a city tour. They also experienced the unique Serbian food and culture.

Lappeenranta - Communication over Borders

General information

City: Lappeenranta

Topic: Communication over Borders

Number of participants: 14



Academic part

Lecture by the university professor about communication in general. The Professor lectured about her own experiences working and living abroad in different cultures and countries.

Lecture by university professor Juha Väättäinen, who is specialized in Russian business. He talked about Russia and how different the country is compared to Europe.

Lecture by a university Spanish teacher who has lived several years abroad. She taught about cultures and prejudices.

Workshop in GDSS-negotiation laboratory, which is used in business negotiation situations anonymously. The task was to write own opinions on special computers and vote for the best solution anonymously.

Company visit to Larox, which is specialized in mining, metallurgy and chemical processes.

Cultural part

Sauna evenings and traditional sit-sit night were organized to present the Finnish culture to the participants.

K2K - Me, You & the Machine

General information

City: Karlsruhe & Kaiserslautern

Topic: Me, You and the Machine

Number of participants: 14



Academic part

Lecture by Mr. Henry Jordan (former IEM Student, originally from the US) about informing systems and human machine interaction in social networks.

Lecture by Professor Schwartz from the “Cognitive Systems Lab” at Karlsruhe University. Speech about voice and mimic cognition, research topics, etc. Visit of the car simulator (visual field under detection to monitor the drivers mimics) afterwards.

Visit of “Ambient Assisted Living Lab”: Supports people, especially the elderly, to live at home independently via communicating devices in the lab (which was a two-room apartment). Cameras, sensors and other devices, linked via WLAN with each other, detected the inhabitant and his condition or aim to give appropriate support.

Visit of Institute of Logistics, Karlsruhe University: Communicating conveyors, interaction with working staff to handle goods inside a factory.



Visit of Fraunhofer Research Institute: Screen wall which interacts with staff – used for coordinating police, fire fighters, etc. at sites of catastrophies.

Company visit at Technische Werke Kaiserslautern, the local power, water and district heating supplier, who is also responsible for all public transportation in Kaiserslautern.

Company visit at Smart Factory, a pioneer project in virtual factory design and management as well as location finding technologies, operator devices and remote plant control.

Cultural part

In Karlsruhe, skating on the ice rink in the city centre and a communication exhibition were organized.

In Kaiserslautern, participants had a city tour and a party themed "Around the World Party". ESTIEMers visited christmas markets in both cities.

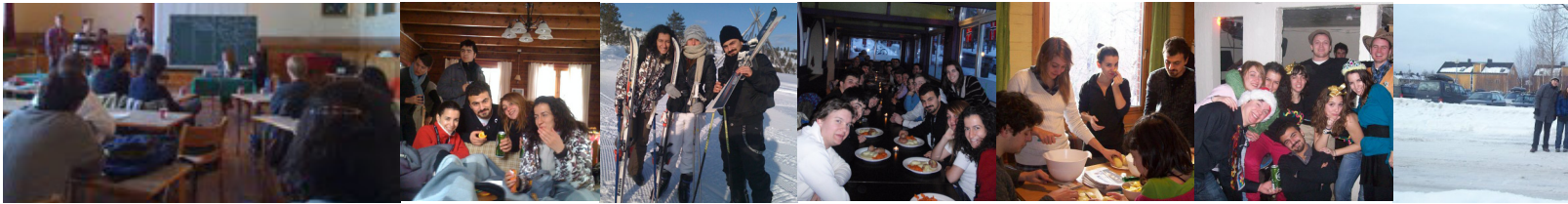
Trondheim

General information

City: Trondheim

Topic: Communication Solutions of Tomorrow

Number of participants: 28



Academic part

Case study by Olav Johansen “Unified Communication and Collaboration in Telenor Norway - Making big ideas bigger”:

Firstly, the students were given a brief introduction to Telenor as a company. This was necessary to understand the problem at hand. Olav then talked about the communication system they currently have in place before leaving the groups to work on future ideas and solutions.

Lecture by Wolfgang Laschet “Peculiarities of Norwegian Culture”: As the title of his lecture states he talked about strange and funny Norwegian traditions. Although his lecture’s content was unrelated to the topic of the seminar it was a great way to start off the first day of lectures as it was a light and easy to follow presentation.

Lecture by Torbjørn Netland “Global Supply Chain Management from Gjøvik (ORIGO)”: Torbjørn’s research field is Global Supply Chain Management and his presentation highlighted some of the challenges a company faces when dealing

with a global market.

Communication Solutions of Tomorrow



Presentation by Dr. Lill Kristiansen and Egil Østhus “Effective communication in organizations”: Issues regarding choices between F2F, voice-telephony, IM, e-mail and real-time video.

Cultural part

Participants experienced Trondheim’s night life by visiting a bunch of different places with a good variety of music, size and crowdedness. Also a themed costume party was organized.

The main social attraction of Vision Trondheim was skiing. Participants had two whole days set off for this, one for cross-country, and one for downhill skiing.

A city tour, led by the highly active ESTIEM alumnus Martin Schönbeck who showed the visitors most of the beautiful and important historical buildings in Trondheim, was arranged. The short but informative tour ended at Nidaros Cathedral, the famous medieval cathedral in Trondheim.

Lyon - Convincing People

General information

City: Lyon

Topic: Convincing People

Number of participants: 27



Academic part

Lecture of Neuro-linguistic programming: how to identify the person you are arguing with and adapt your arguments.

Lecture by Beatrice Frezal about marketing: a more marketing-oriented approach of communication.

Lecture by Krohne, Jacques van den Bosch : a company presentation and communication experiences of the lecturer.

Company visit Renault Trucks: Renault Trucks is a French trucks manufacturer which belongs to the Volvo Group. The brand has 14,000 employees and sold more than 75,000 trucks in 2008. A guided tour was provided for the participants including a company presentation. Moreover, participants had the chance to visit the motor assembly line.

Cultural part

During the event ESTIEMers learned how to test wine with a professional wine taster. Participants also experienced a theatre workshop after a three-hour course with actors. They cooked dinner in small groups as a part of the cooking workshop. A city tour to visit the city centre, the old town and observe Lyon landscape from the hill of Fourvière was organised.

Novi Sad - Any Time, Any Place, Do IT Wireless

General information

City: Novi Sad

Topic: Any Time, Any Place, Do IT Wireless

Number of participants: 25



Academic part

Lecture about social networks and their effect on business and communication, e.g. the big Tweet effect, how news happen and what it mean to companies and their businesses.

Lecture on the technical part of wireless communication and how and how fast information travels.

Lecture: amazing fact about the social network sites, their worth and the amount of information generated every second.

Presentation about Cisco Webinar tool: works basically like Skype but supports up to 256 people, used in all major companies, so they can have large scale online meetings.

Company visit to Carlsberg brewery which is in the small town of Celarevo (30 km from Novi Sad). Participants went through the facilities, seeing the whole brewing process of beer. The tour took about one hour and was very interactive.

Cultural part

Participants had a Novi Sad city rally and also a tour of the small town Sremski Karlovci. The oldest Orthodox church in this region was visited and an international night in Novi Sad's artist galleries was organised.

ESTIEM
20 years

St. Petersburg - Lost in Translation

General information

City: Saint Petersburg

Topic: Lost in Translation

Number of participants: 29



Academic part

Lecture by Dmitry Novoseltsev, director, Business club “Grand” (trainings and consulting for developing business skills).

Topic: Business communications in Russia: Start-ups, personnel management, specificity of the Russian market.

Lecture by Pullare Douglas, American businessman, working in Russia, owner of the pub of Douglas Pullare.

Topic: Particular qualities of doing businesses in Russia: Russia is a country of big opportunities, but there is a specific business environment, with which any foreign entrepreneur should learn how to deal.

Lecture by Maria Schved and Mihail Abragyan (recruiting consultants), “Ancor” (Recruitment Company).

Topic: How successfully pass interview - Recruiting in Russia, Communications between employees and employers, key factors of landing a job.

Presentation by Tom Anonym (Czech Rep.) and Henry Riihimäki (Finland), exchange students of “ENGECON” University. *Topic:* Particular features about life in Russia if you are a foreigner.

Lecture by Koltsova (Talent Supply and Development Associate Manager), Elena Martynenko (assistant), P&G.

Topic: Internal communication in P&G Russia (on the example of Gillette factory in St. Petersburg): System of communications in an international company.

Lecture by Lisetta Brekink, Dutch businesswoman, working in St. Petersburg, owner of IT-company “Lisa Tec”.

Topic: Russian business environment. Life in Russia while being a foreigner: Russia can give great opportunities for your business, you just should not be lazy. St. Petersburg is a very good place for a foreign businessman to live in.

Cultural part

City tour: three-hour city tour through the historical center of St. Petersburg. The Participants had an opportunity to see 18th and 19th-century buildings and to know stories about events and persons which were connected with those places.

Musical School of Rimsky-Korsakov: Rimsky-Korsakov’s State Music School was visited to listen to the free concert of two great jazz musicians, Vlady Bystrov (soprano sax, clarinet, alto clarinet, exotic woodwinds (hulusi, shakuhachi, bawu, shehnai, gemshorn), MIDI-sax, live electronic) and Alexey Lapin – piano.

Quiz on the streets of St. Petersburg: Participants were given the opportunity to discover the city by themselves.

Excursion of modern Russian art at Loft Project ETAGI (new exhibition centre in St. Petersburg).

Mihajlovsky Theatre, ballet «Spartak». Excursion in the “Hermitage” (best Russian museum).

Meal: National cuisine is also a part of Russian culture, so during lunches and dinners participants tasted blinis, borshch, mushrooms, typical Russian cakes, etc.

Hamburg - Catchy Advertising

General information

City: Hamburg

Topic: Catchy Advertising - Get your Message across

Number of participants: 10



Academic part

Workshop by Hanseatic consulting.

Topic: How to improve communication in ESTIEM on both European and local levels by usage of social medias.

Workshop by Arkwright consulting.

Topic: Finding a suitable marketing strategy for a Swiss health insurance company to penetrate into the German markets.

Workshop by a student association in Hamburg.

Topic: Creating a marketing strategy to establish a brewery pub in a guest house in their own brewery.

Cultural part

During the week a lot of activities were planned to experience the culture in Hamburg. A bus tour through the city was organized and a boat trip through Hamburg's harbour, the second biggest harbour of Europe. A special visit was made to the "Michel church" and the "Planten un Blomen park". The participants also got the chance to experience typical food and drinks from Hamburg and Germany.

Linköping - Getting your message through

Due to very bad luck, the Vision seminar in Linköping was bothered by the eruption of volcano “Eyjafjallajökull” in Iceland. The 16 Participants from all around Europe were not able to travel, as it was too dangerous for airplanes to fly through the ash cloud.



The seminar had already planned lectures, workshops and company visits in the field of presentation skills and body language. With a sauna night, outdoor adventure, tourist tour and a typical Swedish “sittning” the culture was represented. Three Swedish ESTIEMers took the chance to travel by train and to spend the week in Linköping. Almost all academic content was cancelled due to the lack of participants, but with cultural content and a positive attitude the organizers and participants managed to have a great week together. As the academic content, one lecture by the president of IASTE about presentations and how to get your message through. After the lecture, participants had a workshop where they had exercises about the topic.

The Vision Project thanks Local Group Linköping in special, because they have put a lot of efforts in organizing a very promising seminar and made the best out of an inconvenient situation as the volcano!

Eindhoven - Final Conference

General information

City: Eindhoven

Topic: Vision Final Conference

Number of participants: 29



Academic part

Workshop by Unilever Company: The presenter first gave a short introduction what type of company Unilever is, what they do and where in the world they are active. After the introduction the group was split in two and a modified version of the so called “beer game” (a game simulating a supply chain and showing the bullwhip effect) was played. After the game the presenter discussed with the group the results and problems that occurred during the game and how Unilever tries to address these problems in their supply chain.

Company visit to Océ N.V: First part consisted of a 2,5 hour presentation/discussion about corporate communications where especially the changing media landscape (from traditional to social media) was discussed. Secondly, a one hour tour through different parts of the company (R&D, clean-room and production) was given.

International debate: Three guest speakers from university and business provided three statements to the group including a short introduction to each statement. After the introduction of each statement the participants were free to debate



the statement. The debate was led by a professional debate leader which had a positive effect on the quality of the debate. After the three statements were discussed, the jury, which consisted of the three guest speakers, chose the best debater.

Company Presentation, Philips: Short presentation about how Philips uses social media for internal communication and how they introduced this new form of communicating to their employees.

Cultural part

Participants played the traditional Dutch game “knotsbal” where players have to hit the ball with a stick that looks like a huge “cotton bud”.

In four teams the participants discovered the city and made funny pictures of the surroundings and the group. At the end of the city tour a picture of all the participants was made.

| Next Year's Cycle- Leadership through Engagement

Engagement becomes more and more important in a modern working environment. In the nowadays fast changing business world, many factors influence engagement in a negative way. The ESTIEM network gives a good example on how these negative influences can be overcome by a high personal motivation. ESTIEMers identify themselves with their network. They are doing their work voluntarily and without any financial reward. Where does this abandon originate? This will be investigated by the 2010/11 Vision Seminar Series under the key question "How do places & spaces impact engagement?". Together with a research group from the Aalto University, Helsinki, nine Vision Seminars will find answers to this question.

Vision: Leadership through Engagement will find interesting and useful similarities between voluntary, successful youth work and engagement at workplaces.

*David Brandstädter
Project Leader of Vision
Leadership through Engagement*

