

STUDENT INFORMATION PACK

GlobCom Project 2025

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**GlobCom
PROJECT**

What is GlobCom?

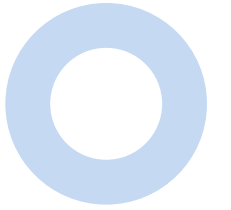
GlobCom is an educational initiative and annual project of 15 universities where senior students work in multinational virtual teams to create competitive global Public Relations proposals answering a multinational's live brief.

Students achieve international expertise through collaborating via technology across geographical boundaries & time zones.



GlobCom is registered as a German charity, The Global Communication Institute and is managed by a Board of Directors:

- Dr Volker Stoltz, Chairman
- Dr Gaelle Duthler, President
- Dr Rudiger Theilmann, Global Team Mentor
- Dr Enric Ordeix, Treasurer
- Dr Pavel Slutsky, Vice President
- Dr Chris Pentz, External Affairs





Participating Universities

- Australia (Curtin University)
- Chile (University of Valparaiso)
- Germany (Erfurt University)
- Italy (University of Udine)
- India (Dayananda Sagar University)
- Lithuania (Vilnius University)
- Malaysia (MMU)
- Portugal (Polytechnic Institute of Lisbon)
- South Africa (Stellenbosch University)
- Spain (Ramon Lull University)
- Spain (EAE Business School)
- Thailand (Chulalongkorn University)
- United Arab Emirates (Zayed University)
- United Kingdom (Leeds Beckett University)
- USA (Emerson College)

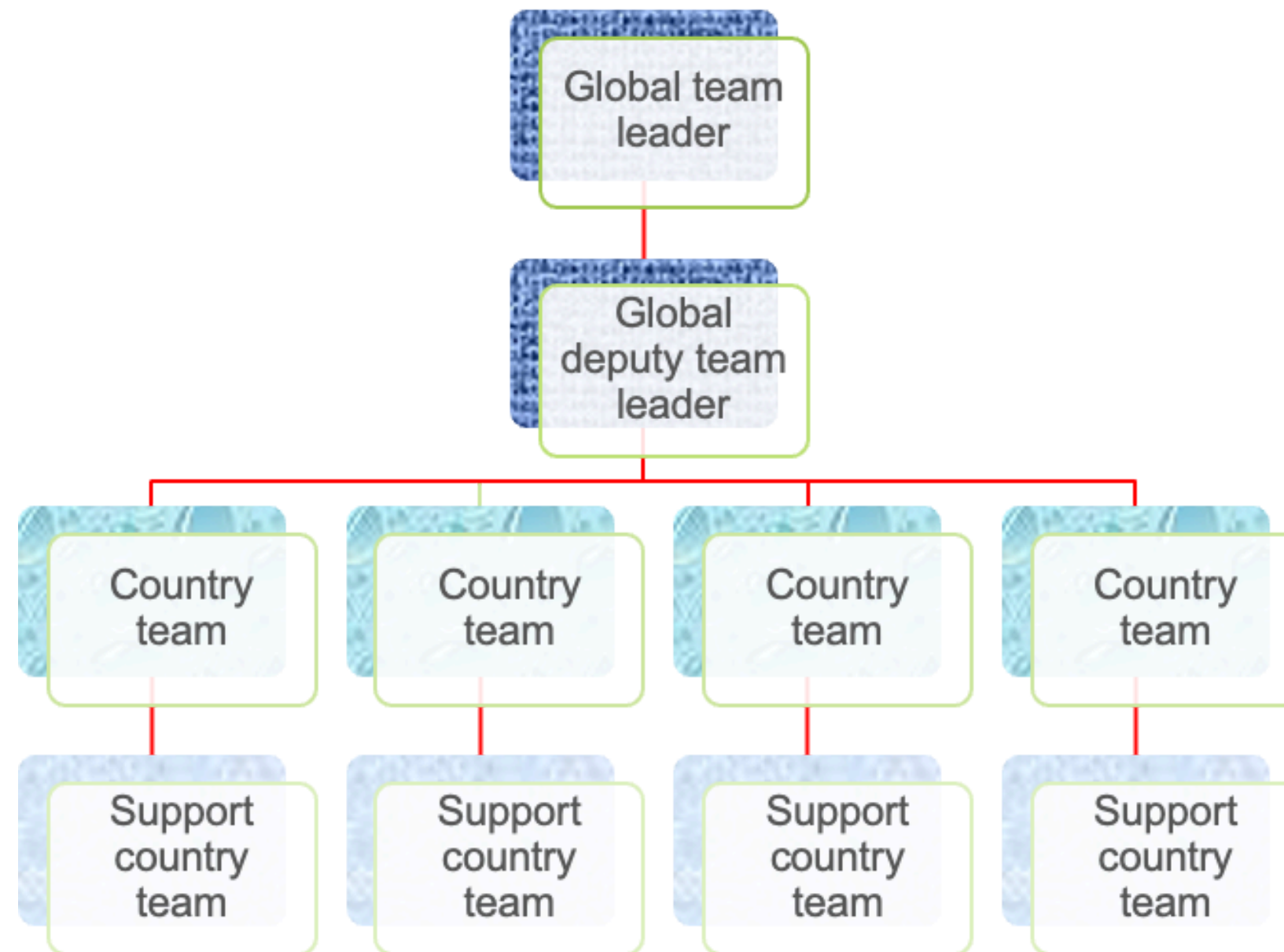
Some countries may not be in every team as it depends on the number of students.

What are the GlobCom Project Learning Objectives?

1. To work in a cross-cultural virtual team
2. To collaborate remotely in today's digital environment
3. To solve a global communication challenge as a virtual global PR agency
4. To overcome cultural barriers

5. To overcome global problems with a local impact
6. To learn how a global strategy is implemented locally
7. To pitch a communication campaign proposal
8. To acquire business communication skills

Your global virtual team



Each global team elects a global team leader and a global team deputy leader



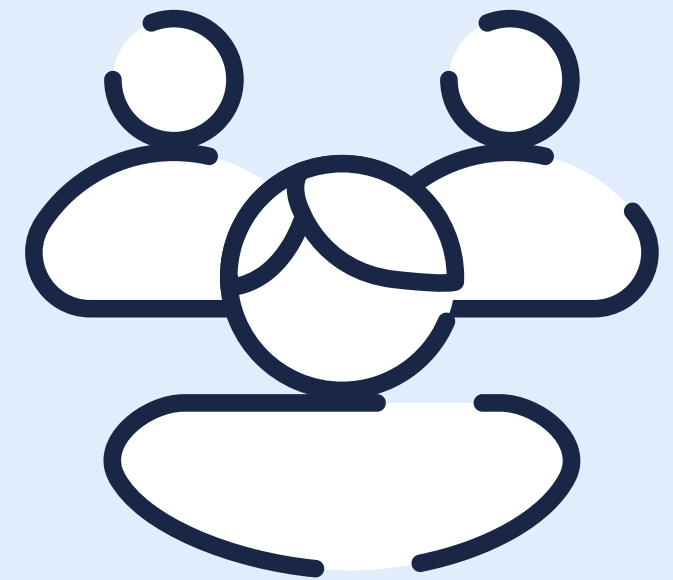
Every country team includes one or two students from each university (if possible)



If more than two students are in a university country team, they form a support country team

Expectations for each team member

- > **Introduce yourself to your team. Share your skills and passions**
- > **Know the team roles, stages, timings, and expected actions**
- > **Build your online shared team identity early**
- > **Be positive in your online communication and avoid personal comments**
- > **Agree on team norms, online platforms, meeting times, and team roles**
- > **Liaise with your lecturer weekly and submit work for input**
- > **Engage with your team often, be proactive, and make suggestions**
- > **Keep up to date, read emails and texts, and check www.globcom.org**



Peer Review: Giving and receiving feedback



- **GlobCom students will be asked to provide feedback on each team member.**
- **There will be two peer review rounds. Participation in each round is obligatory.**
- **Every student will receive an email from TEAMMATES**

"Peer assessment, or review, can improve overall learning by helping you become better collaborators!"

What are the roles in each team?



Global Team Leader

Provide guidance, delegate and coordinate, and communicate clearly tasks and goals



Global Deputy Leader

Coordinate meetings, take minutes, provide reports on team members participation



Country Team Leader

Represent your university, liaise with GTL, submit work to lecturer



Country Deputy Leader

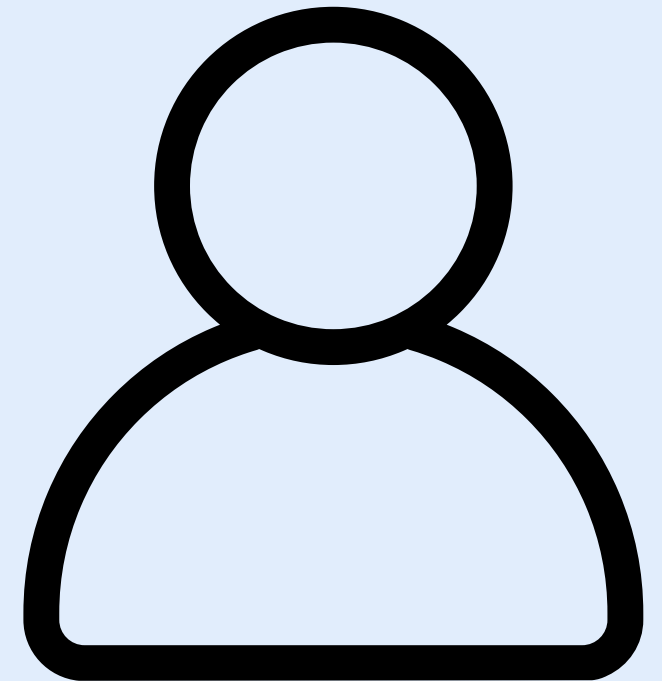
Volunteer for roles, present ideas, step in when CTL is not available

Roles that can be shared or adapted:

- **Editors:** Collate, update and edit presentation
- **Virtual platform managers:** Manage documents, schedules
- **Designers:** Format and design the presentation, logos
- **Researchers:** Outline and collate team research
- **Organisers:** Run meetings, share meeting minutes
- **Managers:** Create action plans & track tasks

What makes an effective global team leader?

- > **Availability:** has the time and willingness to carry out this role
- > **Collaborative:** can make decisions, non-hierarchical, shows appreciation
- > **Discreet:** respects need for private conversation in online context
- > **Flexible:** comfortable with ambiguous and fast moving situations
- > **Relational:** feels rewarded by good friendships
- > **Personable:** friendly and understated
- > **Multicultural:** awareness of time zones & appreciates multiculturalism
- > **Technological:** has constant online access over time zones



GlobCom Project Timeline

PHASE 1
March 1 - March 30

Formative Research and Team Bonding
Client meeting to discuss campaign brief

PHASE 2
April 1 - April 13

Goals, publics, and objectives

PHASE 3
April 14 - May 4

Strategy and tactics
Second client meeting

PHASE 4
May 5 - May 11

Timeline, evaluation, and budget
Due date: MAY 11 (GTL time zone)

GlobCom Symposium
May 23-25, 2025 in Abu Dhabi

May 23: Team mentoring & semi-finals
May 24: Conference & finals
May 25: Cultural day

PHASE 1: FORMATIVE RESEARCH

MARCH 1- MARCH 30

PROJECT WORK:

- Review client brief
- Carry out formative research
- Participate in client Q&A
- Start project report
- Submit Phase 1 draft to own lecturer for feedback

TEAMWORK:

- Meet team online
- Introduce each other and socialize
- Agree to online team platform and communication tools
- Identify individual skills
- Elect Global Team Leader and Deputy leader
- Allocate shared roles
- Establish norms: meeting times, expectations, participation, etc.

PHASE 2: GOALS, PUBLICS, & OBJECTIVES

APRIL 1- APRIL 13

PROJECT WORK:

Based on research insights

- Write proposal goals
- Identify stakeholders
- Prioritize stakeholders
- Create SMART objectives
- Continue to work on report
- Submit Phase 2 draft to own lecturer for feedback

TEAMWORK:

- Hold meetings regularly
- Share meeting minutes with team members
- Present everyone's work and discuss all ideas
- Post collaborative work on the chosen online platform

PHASE 3: STRATEGY & TACTICS

APRIL 14- MAY 4

PROJECT WORK:

- Create a strategy based on research insights
- Identify creative concept for the campaign
- Develop tactics
- Continue to work on the report
- Submit Phase 3 draft to own lecturer for feedback

TEAMWORK:

- Conduct team brainstorming session for the development of creative ideas
- Hold meetings regularly
- Share meeting minutes with team members
- Present individual and team work to discuss
- Post collaborative work on the online platform
- Attend 2nd Q&A meeting with client (if needed)

PHASE 4: TIMELINE, BUDGET, & EVALUATION

MAY 5 - MAY 11

PROJECT WORK:

- Create a realistic budget based on the brief
- Create a detailed timeline of tactics
- Develop an evaluation plan based on the objectives
- Each country leader submits the final presentation to their own lecturer

TEAMWORK:

- Present the work to team for final review
- Each country leader submits the final presentation to their own lecturer on May 11th
- No late presentations will be accepted

GlobCom Project Evaluation Criteria

Analytical skills and understanding of the situation - 5 POINTS

Realistic budget and timeline - 10 POINTS

Clearly formulated goals and objectives linked to research analyses - 5 POINTS

Creativity of strategy and tactics - 10 POINTS

Strategic vision and ability to align strategies with goals - 10 POINTS

Structure, design, and layout of the final presentation - 10 POINTS

Detailed tactics, including visuals, related to strategy - 20 POINTS

Global capacity of the campaign - 20 POINTS

Feasibility of carrying out the campaign - 10 POINTS

For help on evaluation criteria, you can email Dr. Pavel Slutsky at pavel.a@chula.ac.th