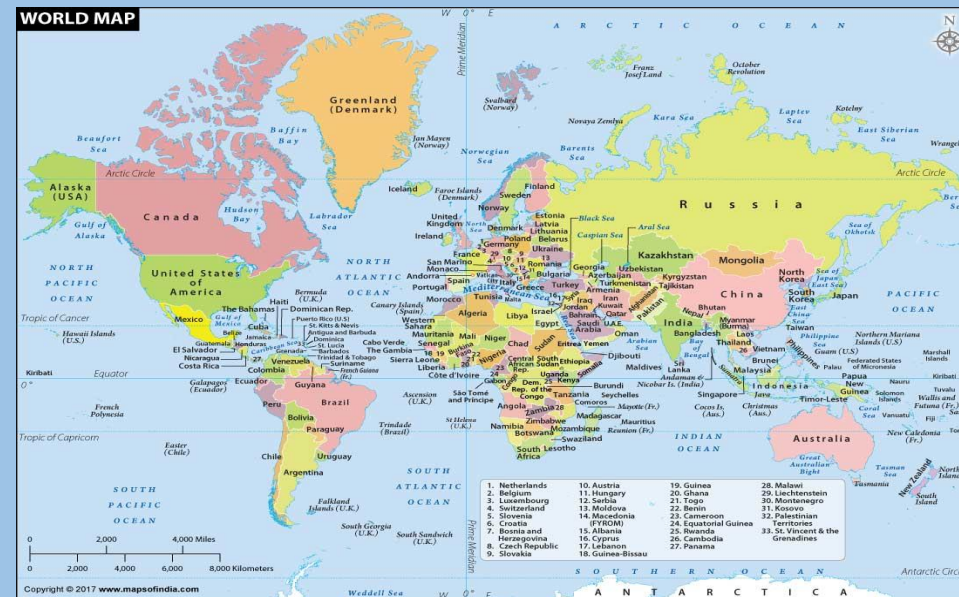


GlobCom 2019

Student Introduction Pack (SIP)

www.globcom.org
#GlobCom2019
@globcomproject



There are 15 participating countries

1. **Australia** (Curtin University)
2. **Germany** (Erfurt University)
3. **Italy** (University of Udine)
4. **India** (Institute of Journalism & Mass Communication, Commits)
5. **Lithuania** (Vilnius University)
6. **Malaysia** (Curtin University)
7. **New Zealand** (Auckland University of Technology)
8. **Portugal** (Polytechnic Institute of Lisbon)
9. **Russia** (Saint Petersburg State University)
10. **South Africa** (Stellenbosch University)
11. **Spain** (Ramon Llull University)
12. **Thailand** (Chulalongkorn University)
13. **United Arab Emirates** (Zayed University)
14. **United Kingdom** (Leeds Beckett University)
15. **USA** (Emerson College)

GlobCom Student Information Pack (SIP)

Reference: Gordon, A. (2017) *Leadership interaction in global virtual teams: Roles models and challenges*. Doctoral thesis, Auckland University of Technology, Auckland, New Zealand.

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What is GlobCom?

- GlobCom is an educational initiative, registered as a charity in Germany with a board of trustees and a board of directors.
- GlobCom gives senior PR students the opportunity to form multinational teams which compete to create a global proposal from a live client brief.
- GlobCom addresses the demand for students to achieve the international PR expertise which is delivered by global virtual teams - people dispersed in time, geography and culture who can work collaboratively and interdependently, communicating through technology.

What are the GlobCom goals?

1. To work in an international team
2. To collaborate online
3. To solve a global PR problem as an international agency
4. To overcome cultural barriers
5. To recognize cultural diversity as a strength
6. To learn that a global strategy has to be implemented locally
7. To persuade through a presentation

Individual preparation and registration

Preparation and registration: January - March 4 2019

- There are **nine global virtual teams** with two students from each participating university
- Two students (**country leader and deputy**) in each university register and form an **executive team**
- If there are more than two students from a country in one team these extra students are **not** registered but form an **internal team**.
- The global virtual team elects a **global virtual team leader** and a **deputy leader**.

Student virtual teams

- A **global student team leader** and **global student deputy leader** for each team is elected online.
- The **country leader** and **deputy country leader** represent their own country in team meetings and send work to their lecturer at the end of each stage. The **deputy country leader** also manages any **extra students** from their country as an **internal team**. They also have roles in the overall global team.
- www.globcom.org hosts a **team mentoring site** for students and a **global team leader forum**.
- Lecturers guide their own students in all the teams – refer questions to your own lecturer
- The competitive proposals are submitted online and presented at the GlobCom conference.
- Marking criteria: Content and coherence with brief; creative capability; global capacity, and feasibility
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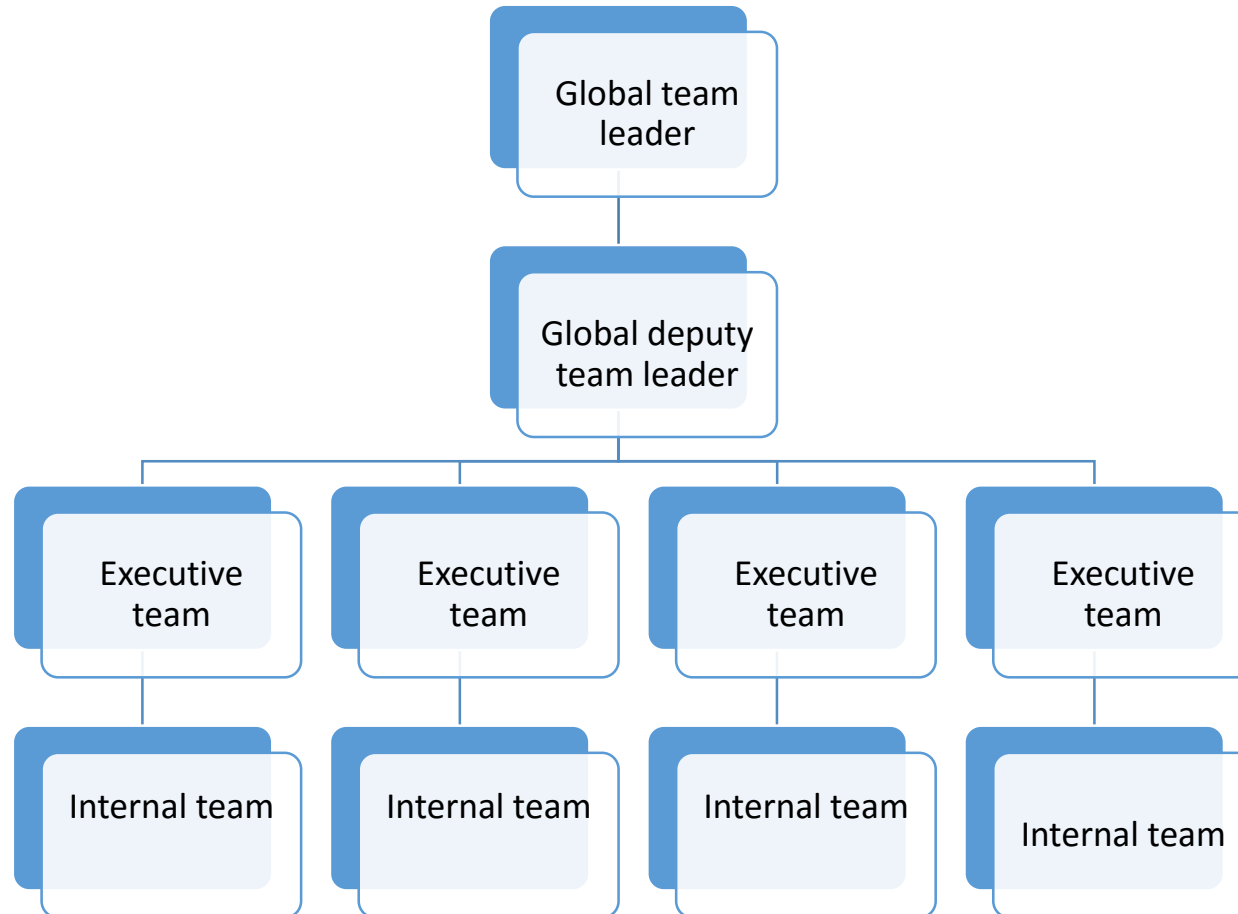
Students and lecturers attend the GlobCom conference where the winners are announced

A student virtual team

Each team has a global team leader and a global team deputy leader and 15 executive teams (1 team per university)

Each university has an executive team

Each executive team may have an internal team if there are more than two students from that university



There are usually 15 executive teams in a global team – 1 university in each global team

Internal teams are when there are more than two students participating from one university

A global virtual team leader

		Grading
Availability	Have the time and willingness to carry out this very time-consuming role.	/5
Collaborative	Enjoys collaborative teamwork and is non-hierarchical but shows appreciation and has the ability to make decisions and lead	/5
Discreet	Is discreet and respects other people's privacy; this is important as personal communication should not always be shared with the team.	/5
Flexible	Is comfortable with ambiguous and fast-moving situations; often the uncertainty of the project can be very frustrating	/5
Relational	Feel rewarded by good friendships; when the proposal is challenging the friendships are mutually sustaining	/5
Personable	Friendly and understated; not necessarily extroverted or charismatic in person	/5
Multicultural	Has a multicultural appreciation, is not nation or hemispheric-centric, and understands how to work with time zones	/5
Technological	Likes to develop online team processes to help others collaborate and be organised Ability to use diverse virtual platforms in collaboration with the team without feeling overwhelmed and must have constant online access and availability over time zones	/5
	Total assessment	/40

Recommended team roles

- **Global student team leader:** Communicates with the team, delegate roles, ensures collaboration Confirm your role with the Global Team Mentor: Averill Gordon, agordon@aut.ac.nz to gain access to the Global Team Leader Forum www.globcom.org
- **Global deputy team leader:** Works with team leader to coordinate meetings, meeting reports
- **Country leader:** Represents their own country and submits team work to their lecturer at end of each stage (slide 9)
- **Deputy country leader:** Manages work by extra students from their country in an internal team
- **Both the country leader and deputy have other roles in the global team:**
 - *Editors: several team members to collate update and edit presentation
 - *Virtual platform managers: Several members set up and maintain virtual platform for document sharing, scheduling and job allocation
 - *Designers: Several members format and design the presentation
 - *Researchers: Several members outline and collate the team research

*These are shared roles and may include more than two students in a team.

Team stages

STAGE 1 March 4-24	RESEARCH Client meeting to discuss brief - March 19
STAGE 2 March 24-April 14	GOALS, OBJECTIVES & PUBLICS
STAGE 3 April 14- April 28	STRATEGY, PLANNING & TACTICS Client meeting to discuss proposal - April 26
STAGE 4 April 28-May 13	BUDGET & EVALUATION Submit May 13
	Conference 29 May – June 2 Lisbon, Portugal

Establish team communication & research for a situation analysis

Team processes:

- All students meet online and introduce themselves, identify individual skills
- Elect team leader, deputy leader, country leaders and deputy country leaders. Allocate roles to all team members
- Arrange an initial team meeting and identify team goals
- Establish timeline, meeting times, what to do if absent from a meeting, list each country's holidays, set up a virtual shared platform

Proposal:

- Review client brief and discuss as a team
- **Client meeting to discuss brief - March 19**
- Research using a team online SWOT and PEST analysis
- Draft a situation analysis using a SWOT and PEST analysis

March 24 - Country leaders to submit situation analysis to their lecturer

GOALS, OBJECTIVES & PUBLICS

Stage 2 March 24 - April 14

Collaborate & develop framework of proposal

Team processes:

- Hold meetings and send meeting minutes to team
- Present work to the team and discuss
- Post collaborative work on the virtual platform

Proposal:

- Write objectives (SMART)
- Identify publics (analyse and rank in terms of importance)

April 14 - Country leaders to submit goals, objectives and publics to their lecturer

STRATEGY, PLANNING & TACTICS

Stage 3 April 14 - April 28

Share work &
write body of
proposal

Team processes:

- Carry out brainstorming to gain creative ideas
- Hold meetings and send meeting minutes to team
- Present work to team and discuss
- Post collaborative work on the virtual platform

Proposal:

- Confirm strategy and creative concept
- Develop implementation plan (tactics that meet objectives)
- Create action plans regarding the implementation
- **Client meeting to discuss proposal - April 26**

April 28 - Country leaders to submit strategy, planning and tactics to their lecturer

BUDGET & EVALUATION

Stage 4 April 28 -May 13

Collate work & complete proposal

Team processes:

- Hold meetings and send meeting minutes to team
- Present work to the team and discuss
- Re briefing session with client (April 26)
- Post collaborative work on the virtual platform

Proposal:

- Budget
- Timeline
- Proposal evaluation measurement
- Revise proposal and edit
- Submit proposal

May 13 - Country leaders to submit final proposal to their OWN lecturer

GlobCom expectations of you, the student

- Introduce yourself to your team and share your social media profile
- Know the team stages and expected actions and outputs
- Build a visual team profile early and submit with proposal
- Use virtual communication positively and avoid personal comments
- Develop team norms, i.e. meeting times, roles, taking of minutes, attendance
- Liaise with your lecturer regularly, attend all meetings
- Interact frequently with your team and team leader
- Keep your team leader and team informed of anticipated absences
- Check the GlobCom website regularly www.globcom.org