

# SIP

Student Introduction Pack

# GlobCom

# 2024

global  
communications  
PROJECT

[www.globcom.org](http://www.globcom.org)

#GlobCom24

@GlobComProject



**Authors:** Gordon, A., Duthler, G., Ordeix, E., Pentz, C., Slutsky, P. & Stoltz, V. (2022)  
**Reference:** Gordon, A. (2017) *Leadership interaction in global virtual teams: Roles models and challenges*. Doctoral thesis, Auckland University of Technology, Auckland, New Zealand

Updated, Feb 22 2024

# There are 15 participating countries

- **Australia** (Curtin University)
- **Bulgaria** (American University of Bulgaria)
- **Chile** (University of Valparaiso)
- **Germany** (Erfurt University)
- **Italy** (University of Udine)
- **India** (Dayananda Sagar University)
- **Lithuania** (Vilnius University)
- **Malaysia** (Curtin University)
- **Portugal** (Polytechnic Institute of Lisbon)
- **South Africa** (Stellenbosch University)
- **Spain** (Ramon Llull 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 student numbers

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# What is GlobCom?

GlobCom is an educational initiative and annual project of 14 universities where senior PR 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 Communications Institute Board of Directors:

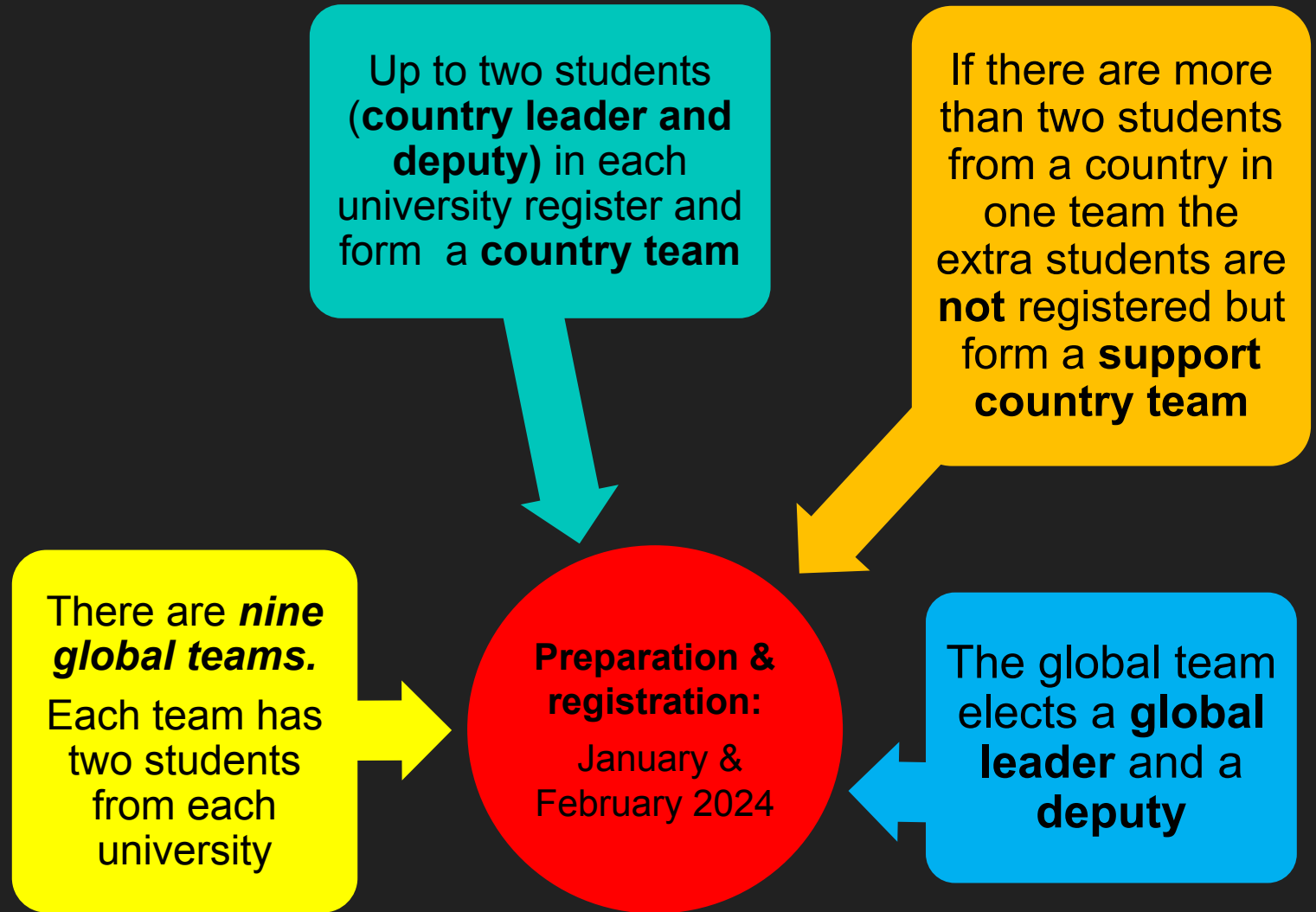
- Dr Volker Stoltz , Chairman
- Dr Enric Ordiex, President
- Dr Gaelle Duthler, Research Director
- Dr Chris Pentz, Virtual Platform Director
- Dr Pavel Slutsky, Global Assessment Director
- Dr Katharina Wolf, Global Team Mentor

# 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

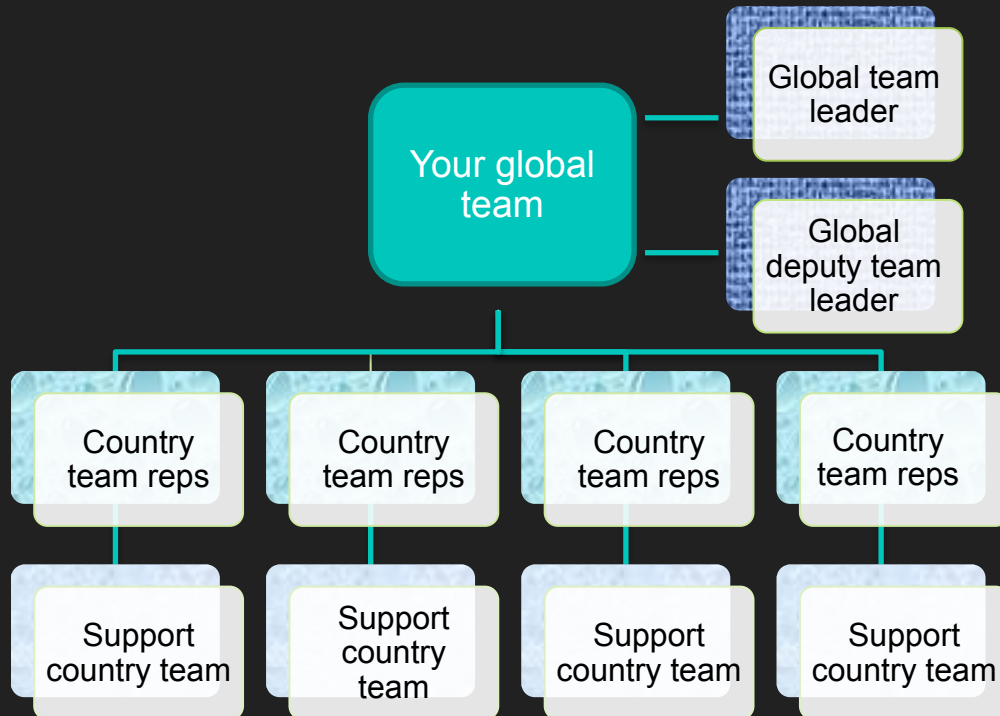
# Your global team

Lecturers:  
Go to google drive  
to register your  
students



For registration queries email Dr Chris Pentz, Virtual Platform Director  
[cdpentz@sun.ac.za](mailto:cdpentz@sun.ac.za)

# Your global student team



Each global team has a global team leader & a global team deputy leader

Every global team has up to 15 country teams.

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

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

# What happens?

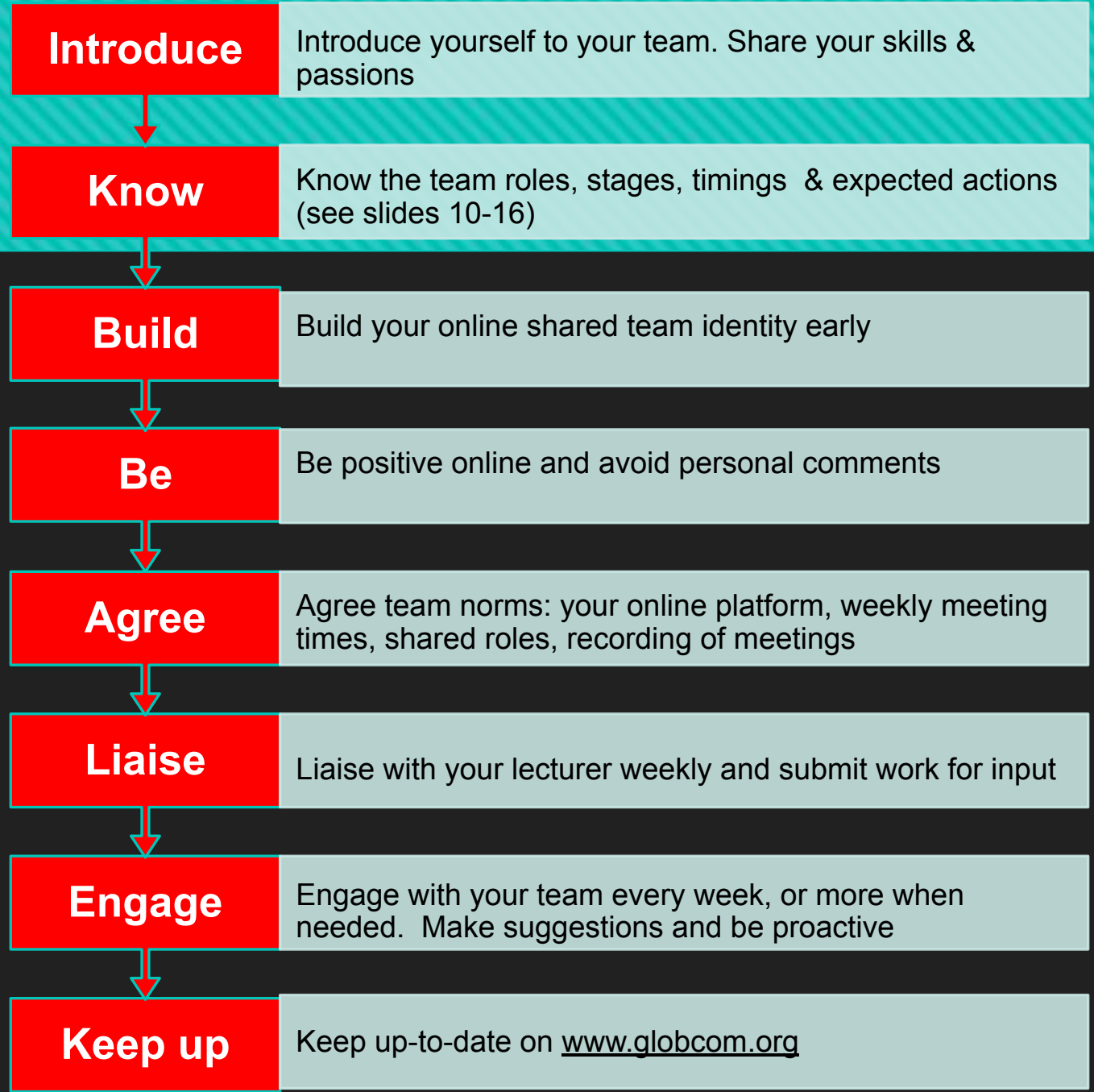
- Each team elects a global leader and global deputy leader.
- Shared roles are discussed and agreed. Students from each university become a country leader and deputy country leader.
- Lecturers guide their own students in each of the teams. All students must refer questions to their own lecturer.
- Each team submits a final PowerPoint proposal for marking and also presents it at the GlobCom Symposium.
- All students & lecturers are invited to attend the Symposium where the winning team is announced.

## Global Team Leaders and Deputies

For help on leadership, email your telephone number to Dr Katharina Wolf, the Global Team Mentor [k.wolf@curtin.edu.au](mailto:k.wolf@curtin.edu.au) so you can enter the WhatsApp chat for GlobCom leaders.



# What must you do?



# What is your role?

## **Global leader (one per team)**

Chat with team, delegate roles, Email your phone number to Global mentor [k.wolf@curtin.edu.au](mailto:k.wolf@curtin.edu.au) so you can join the Global Leaders' WhatsApp chat.

## **Global deputy leader (one per team)**

Coordinate meetings, meeting minutes, post reports on team participation in the GlobCom Google Drive

## **Country leader (one per country)**

Represent your country; chat with your Global leader to make things happen, submit teamwork to your lecturer

## **Deputy country leader (one per country)**

Volunteer for roles, present ideas

## **Roles – these 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 a global team leader?

<b>Availability</b>	Has the time and willingness to carry out this very time-consuming role.
<b>Collaborative</b>	Can make decisions, is collaborative, non-hierarchical, shows appreciation
<b>Discreet</b>	Discreet and respects need for private conversations in this online context
<b>Flexible</b>	Comfortable with ambiguous and fast-moving situations
<b>Relational</b>	Feels rewarded by good friendships
<b>Personable</b>	Friendly and understated; not necessarily extroverted or charismatic
<b>Multicultural</b>	Has a multicultural appreciation, awareness of time zones
<b>Technological</b>	Has constant online access over time zones, can use virtual platforms

# THE TEAM STAGES

Details on next slides

<b>STAGE 1</b> March 4th – March 24	<b>FORMATIVE RESEARCH &amp; TEAM BONDING</b> Client meeting to discuss proposal
<b>STAGE 2</b> March 25 <sup>th</sup> – April 7th	<b>GOALS, PUBLICS, OBJECTIVES</b>
<b>STAGE 3</b> April 8th – May 5th	<b>STRATEGY &amp; TACTICS</b> Client meeting to discuss proposal
<b>STAGE 4</b> May 6th- May 19th	<b>TIMELINE, EVALUATION &amp; BUDGET</b> <b><u>Submit May 15th</u></b> (your team leader's time zone)
<b>Symposium In Bangkok</b>	<i>June 6 Arrivals</i> <i>June 7 Team mentoring &amp; Semi finals</i> <i>June 8 Finals + Symposium</i> <i>June 9 Cultural Day / Free time</i> <i>June 10 Departure</i>

# HOW TO START

## Stage 1

March 4th – March 24th

### PROPOSAL: FORMATIVE RESEARCH

- Review client brief and discuss as a team
- Carry out research and draft formative research report
- Client meeting to answer questions on the brief

### TEAM PROCESSES: ESTABLISH TEAM

- Meet team online to introduce yourself & socialise!!
- Agree online platform & communication tools
- Identify individual skills on a shared online chart
- Elect global leader, deputy global leader, country leaders & deputy country leaders
- **Allocate shared roles based on skills (slide 10)**
- Establish norms: Arrange best meeting times, what to do if absent from a meeting, what is expected from everyone. List each country's holidays, any likely absences, set up a shared platform

March 24th- Country leaders to submit work in progress to their own lecturer (if required)

# GOALS, PUBLICS & OBJECTIVES

Stage 2

April 25th – April 7th

## PROPOSAL: GOALS, PUBLICS & OBJECTIVES

- Write proposal goals
- Identify publics (and prioritise them)
- SMART objectives

## TEAM PROCESSES: COLLABORATE

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

April 7th – Country leaders to submit work in progress to their own lecturer (if required)

# STRATEGY & TACTICS

Stage 3

April 8th – May 5th

## PROPOSAL: STRATEGY & TACTICS

- Confirm strategy and creative concept
- Develop tactics that meet objectives

## TEAM PROCESSES: CREATING

- Brainstorm for creative ideas
- Hold meetings and send minutes to team
- Present work to team and discuss
- Post collaborative work on the virtual platform
- Possible client meeting to discuss proposal

May 5 - Country leaders to submit work in progress to their own lecturer (if required)

# TIMELINE, EVALUATION & BUDGET

Stage 4

May 6th - May 19th

Must Submit May 19th

## PROPOSAL: TIMELINE, EVALUATION & BUDGET

- Budget
- Timeline
- Evaluation
- Submit revised proposal

## TEAM PROCESSES: FINALISE

- Present work to team for final review
- Country leaders to submit final collaborative proposal in PowerPoint format to their own lecturer by **May 19<sup>th</sup>**
- No late proposals will be accepted

May 19<sup>th</sup> - Each student to submit final proposal to their own lecturer (if required)



# GlobCom Digital Toolbox

**MS Teams:** <https://www.youtube.com/watch?v=VDDPoYOQYfM> MS Teams is a collaboration platform that combines chat, video conferencing, file sharing. There are also additional apps such as MS Planner (which can be used to assign and plan tasks) or Kanban Board. This platform is very common in companies. This 10min tutorial introduces the platform.

**Notion:** <https://www.youtube.com/watch?v=ednlGoQpVu4> Notion is a very flexible online platform. It offers an interface that allows a lot: from organization, communication, to sharing content and collaborating on documents. This takes a moment to set up. There are templates for specific tasks. This platform also allows apps to be built in - from a calendar to Trello. Team members can be tagged if you want input or/and share a task across time zones. The 11min tutorial gives an overview.

**Trello:** <https://www.youtube.com/watch?v=tVooja0Ta5I> On so-called boards (also shareable with other members) tasks are managed in lists. The tasks can be edited and provided with checklists, attachments, deadlines and more. This app is often integrated into platforms like Notion or MS Teams. There is a 2min tutorial.

**Slack:** <https://www.youtube.com/watch?v=9RJZMSsH7-g> Slack is a messaging platform and allows file sharing. There are different channels for different tasks, e.g. channels for analysis, ideas, or even a social channel. Also, you can search all postings by keywords. This integrates with platforms like Notion or MS Teams. The 2min tutorial introduces Slack.

**Slido:** <https://www.sli.do/> This app helps to engage everybody and make meetings more interactive – and get feedback more easily. Slido is an easy-to-use Q&A and polling app that will turn your silent listeners into engaged participants.

**Wonder:** <https://www.wonder.me/> Especially at the beginning of the project, it is essential that a connection is established within the team. Wonder is a virtual space where people can meet and talk. The free, easy-to-use platform allows people to simply go "from table to table" digitally and start conversations with those present.

For digital help, email Daniel Silberhorn, Globcom's Lecturer in Germany, [dsilberhorn@slrconsulting.com](mailto:dsilberhorn@slrconsulting.com)

# Submission Marking Criteria (Max 100)

May 15 - Country leaders submit final proposal to own lecturer for global marking

Analytical skills & understanding of situation <b>Max. 5</b>	Realistic budget & timeline. <b>Max 10</b>
Clearly formulated goals & objectives linked to analysis. <b>Max 5</b>	Creativity. <b>Max 10</b>
Strategic vision & ability to align strategies with goals. <b>Max 10</b>	Structure, design & layout <b>Max 10</b>
Detailed tactics related to strategy. <b>Max 20</b>	Global capacity. <b>Max 20</b>
Feasibility. <b>Max 10</b>	<b>For help on evaluation email Dr Pavel Slutsky, Global Assessment Director</b> <b><u><a href="mailto:pavel.a@chula.ac.th">pavel.a@chula.ac.th</a></u></b>