

PRESS RELEASE

BERLIN SCHOOL AND IAA ANNOUNCE THE HELGA AND MICHAEL CONRAD SCHOLARSHIP FOCUSED ON "ETHICS IN CREATIVE LEADERSHIP AND COMMUNICATION IN CREATIVE BUSINESSES"

Berlin/New York – 25 March 2019 – The Berlin School of Creative Leadership President, Michael Conrad, and his wife Helga have partnered with the IAA (International Advertising Association) to promote the *Helga and Michael Conrad Scholarship* focusing on "Ethics in Creative Leadership and Communication in Creative Businesses." The scholarship, announced today, will award a **full-tuition grant (worth €53,000)** to attend the Berlin School's distinctive global Executive MBA in Creative Leadership program **starting September 8, 2019**. Applications are being accepted from now through **20 May, 2019** and will be judged by a jury of creative professionals selected and chaired by Helga and Michael Conrad.

Thanks to Helga and Michael Conrad, this special scholarship will support the development of an outstanding creative professional, committed to exploring the full potential of ethical leadership practice in both their industry and in wider society. As champions of ethical creative communications across a wide range of disciplines and as media partner of the Berlin School, the IAA is promoting the scholarship throughout its diverse global community.

Managing Director of IAA Global, Dagmara Szulce, says "the explosion of new media and new technologies is transforming the marketing and advertising landscape and revolutionizing the industry operating model. The one constant is the need for transparency. IAA, as the Global Compass for the MARCOM industry, is proud to partner with Helga and Michael Conrad Scholarship to help identify outstanding, advertising and marketing communications professionals who practice the highest personal ethics in the creation and distribution of commercial information to consumers, and award them with the prestigious Executive MBA Scholarship of the Berlin School of Creative Leadership. This will be a small step towards we can take towards a more transparent marketing communications world."

Berlin School CEO Susann Schronen is especially proud of this scholarship opportunity stating that "This full Executive MBA scholarship is more than just a scholarship but an opportunity for an exemplary creative leader to excel to even greater heights and have greater impact in improving the practice of ethical creative leadership in his or her industry."

The part-time Executive MBA program starts September 8, 2019 in Berlin, Germany and is designed for senior executives who have a track record for creative excellence. The Executive MBA comprises of five separate two-week modules taking place in the USA, Asia and Berlin over an average of 24 months. The ideal candidates should be accomplished senior executives in creative businesses such as advertising, media, journalism, entertainment, design, architecture, communication, technology and marketing. They must have strong professional background, a track record of creative excellence, and be passionate about leading ethics.

Application Deadline: 20 May 2019, please visit <https://www.berlin-school.com/hmc>

If you have any questions please contact the Berlin School at tel. +49 (0) 30 884 980 80 or via email: news@berlin-school.com

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About Berlin School

The Berlin School of Creative Leadership (www.berlin-school.com) is a distinctive business school where talented creative business leaders break the boundaries of personal and professional potential. Their part-time global Executive MBA program in Creative Leadership is the centerpiece of a vibrant global community of diverse creative minds from more than 60 countries from advertising, media, journalism, entertainment, design, architecture, communication, technology and marketing. Based in Berlin and operated by a not-for-profit foundation, the school's mission is to help develop leaders whose innovative creative ideas can refresh, renew and transform their industries.

About IAA

The International Advertising Association (www.iaaglobal.org) is a one-of-a-kind strategic partnership which champions the common interests of all the disciplines across the full spectrum of marketing communications – from advertisers to media companies to agencies to direct marketing firms – as well as individual practitioners. The IAA has become a brand champion, because all elements which create a brand's reputation require the freedom to flourish without unwarranted restrictions.