

Agency Exchange '26

Call for Participants

February 2026
www.adceurope.org

Overview

Agency Exchange is an educational programme promoted by **ADCE** in collaboration with the creative local clubs that are members of its network. The programme connects creatives with agencies and studios willing to share knowledge and learn from different working methods and cultures.

It is a unique opportunity for creatives to develop their professional skills while working abroad without leaving their current job, and for agencies to benefit from hosting talents from diverse cultures, countries, and backgrounds.

This programme is open to professionals interested in gaining work experience abroad for a few weeks, as well as to agencies willing to host creatives from across Europe.

IMPORTANT: The agency that sends a creative commits to hosting and “tutoring” another creative in return and to being responsible for them throughout the exchange, ensuring they benefit both professionally and personally from the experience.

Creatives applying to the programme must have their agency’s approval before submitting an application.

Eligibility & Requirements

- Mid-level professionals with 2 to 5 years of experience currently working in an agency or studio.
 - If you would like to participate as a creative duo, please contact exchange@adceurope.org
 - Open to all European creatives, both ADCE members and non-members.
 - When applying, the agency/studio profile and the job or project offered must be clearly defined.
 - English must be the working language within the hosting team during the exchange period.
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Conditions

- Exchange duration: 3 to 6 weeks.
- Exchangers must continue to receive their salary from their home agency or studio.
- Sending agencies must cover the insurance of the worker abroad.
- Host agencies and studios will assist in providing accommodation (apartment, shared housing with other creatives from the agency, or other agreed solutions). Hosting agencies are responsible for covering accommodation costs.
- All travel expenses must be covered by the exchanger or their sending agency or studio.
- Participants must commit to the proposed [Host Guidelines](#) (see page 4).

*This project may be supported by [Culture Moves Europe](#), a mobility scheme that supports individual mobility and residency projects across Creative Europe countries, territories, and regions.

ADCE will handle the application process; however, funding cannot be guaranteed. If the application is unsuccessful, all related expenses will be covered by the agencies as outlined above.

As an example, the grant may cover up to €400 for travel (under 5,000 km) and around €85 per day as a daily allowance. Amounts may vary depending on eligibility and final approval.

Participation fee

- **Free (0€) participation for ADCE members:** If you are a member of any of the [25 ADCE Member Clubs](#), you can participate free of charge. If you are not yet a member, you may sign up through your local club.
- **Non-ADCE members:** 500€ participation fee.

What to know before applying

- Make sure your agency approves your participation in the programme.
- The agency and the creative must complete the [application form](#) together.
- Any questions can be addressed to the [ADCE office](#).
- Complete the [application form](#) before the deadline: **Sunday 29th of March**.
- ADCE will contact all participants with information about the available agencies, studios, and job/projects.

Next steps after applying

- Each applicant selects three jobs/agencies in order of preference.
- ADCE will carry out the matching process, taking into account applicants' priorities and ensuring that the final placement is among the three selected options.
- Once all details are agreed upon and organised, the exchange begins. **Enjoy the experience and make the most of it!**

ADCE facilitates the match, but the final agreement is made directly between the sending and hosting agencies or studios.

Application form

- Upload your CV and portfolio on the form.
- The deadline to send in the application is **Sunday 29th of March**
- [Link to the application form](#).

If you have any questions during the process, please contact exchange@adceurope.org

Calendar

19/02 – 29/03: Open Call
21/03 – 12/04: Preference selection and matching process (by ADCE)
17/04: Announcement of selected exchangers

Disclaimer: ADCE is not responsible for any issues or incidents that may occur during the exchange period. The sending and hosting agencies, as well as the participating professionals, assume full responsibility in the event of any unforeseen or incidental circumstances.

Host Guidelines

Overview

Each hosting agency must assign two people to support the exchanger: a **Mentor** and a **Mate**.

Mentor

The Mentor should be the manager or director of the department the creative will join and will be responsible for guiding and supervising their work.

- The Mentor should contact the exchanger before their arrival to define the objectives and scope of work for the exchange period.
 - Once these goals are established, the Mentor should plan the first week and outline the creative's tasks and responsibilities.
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Mate

The Mate should be someone who helps the exchanger integrate into the agency and feel welcome within the team.

- The Mate will guide the exchanger in meeting colleagues and becoming familiar with the workplace.
 - The Mate should encourage participation in social and informal activities with other team members, when possible.
 - The Mate should email the exchanger to introduce themselves before the creative's arrival.
 - If the exchange is not simultaneous, it is recommended that the Mate be the creative from the hosting agency who is also participating in the exchange programme.
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First day on board

- The Mentor and the Mate should organise a warm but simple welcome for the exchanger together with the rest of the agency or studio staff on the first day (or at least during the first morning).
- Ideally, they should spend the morning together introducing the exchanger to the agency, the office, and the team.