

Press release

Warsaw, February 4th, 2009

VI edition of „Practice abroad” launched!

The sixth edition of „Practice abroad”, a contest the Institute of Media Monitoring has run since 2003, is commencing on February 4th. It is designed for students interested in Public Relations and social communications. The winners will be awarded internships at reputable, foreign PR consultancies.

„Practice abroad” contest consists in developing a communications strategy for one of three matters related to operations of a non-profit organisation. Institution which has accepted our invitation to participate in the project this year is Fundacja Hospicyjna, based in Gdańsk. Thus, tasks for students are linked to all aspects of promoting voluntary work and activity of the foundation.

The assignments are as follows:

1. Plan events or implementation of a unique tool promoting operations of Fundacja Hospicyjna, as an organisation that helps hospices across Poland. Preferred period – first quarter of the year. Preferred location – Warsaw.
2. Develop a PR strategy under the 6th campaign of "Hospice is Life too". The main objective of this edition of the campaign will be to encourage adults (at the age of 50 and above) to do hospice voluntary work.
3. Prepare an all-year strategy of endorsing Fundacja Hospicyjna by a well-known and respected person. Suggest criteria for selection of the person and the method of using his/her image.

The contest is divided into three stages. At the first, which lasts from February 4th until April 3rd, participants prepare the project in writing (3 pages). Submitted essays will be evaluated by the jury, made up of: Gerald Abramczyk, strategic communications expert, Piotr Czarnowski, President of First PR consultancy, dr Jacek Warchala, linguist of the Silesian University, Anna Sanowska, IMM's PR Director and Piotr Kławiński of Fundacja Hospicyjna's press office.

The jury will select 15 best projects, the authors of which will be requested to develop full strategies (15 pages at maximum) at the second stage of the contest, its closing date being May 7th 2009. The final, third stage, to take place at the end of May, will be a multimedia presentation, during which the jury will evaluate the contestants' communication skills, especially the style of presenting ideas, easiness and suggestiveness.

The contest winners will intern at foreign offices of Fleishman-Hillard and Hill & Knowlton in summer. They will also be awarded annual subscriptions to “Brief” magazine.

Media sponsorship for the contest has been provided by: PRoto.pl., Gazeta Studencka, Brief.pl, Kariera.com.pl, Korba.pl, Dlastudneta.pl and Radio Kampus.

For further information see Institute of Media Monitoring's website, “Practice abroad” section: <http://www.instytut.com.pl/harmonogram2009>.