

## Press release

Warsaw, 26 March 2009

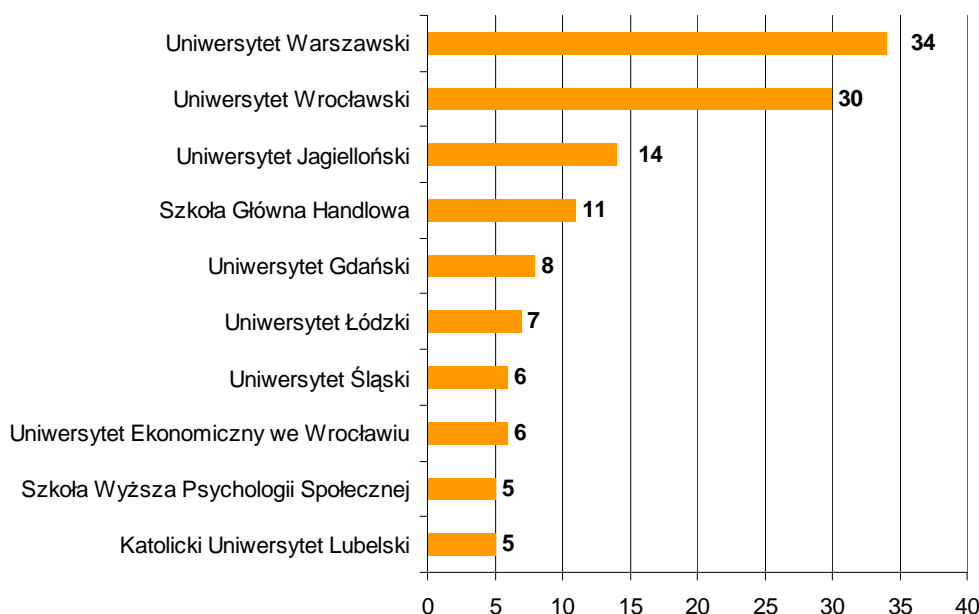
### PRaktykuj za granicą

**The first stage of *PRaktykuj za granicą*, a public relations contest has come to an end. 190 students interested in social communications and PR have enrolled for the 6th edition of the competition. The largest number of applications were sent by Warsaw University and Wrocław University undergraduates. The two have outdistanced Jagiellonian University and Warsaw School of Economics. Prizes to be won are internships in London and Brussels at Fleishman-Hillard, Hill&Knowlton and LEWIS PR.**

The first stage of *PRaktykuj za granicą*, a public relations contest has come to an end. Next challenge the participants are to face is to submit a project paper discussing one of the three topics which can be found at [www.instytut.com.pl/zadania2009](http://www.instytut.com.pl/zadania2009). Deadline is April, 3rd.

It is six years already that *PRaktykuj za granicą* has been catching attention of talented, ambitious students, who are thinking of a career in the public relations industry. This year it is Warsaw University and Wrocław University the students of which have shown the largest interest in the competition. Slightly fewer applications have been sent from Jagiellonian University and Warsaw School of Economics. What is interesting, among the top ten universities whose representatives will take part in the contest there is only one non-public college – Szkoła Wyższa Psychologii Społecznej (Higher School of Social Psychology) and two universities of economic (see: Chart 1).

Chart 1. Universities which have the most contestants in the 6th edition of *PRaktykuj za granicą*



To compete in the second stage are fifteen students who put forward the most interesting concepts of a new communications strategy of Gdańsk-based Hospice Fund. Submitted projects will be evaluated by the jury made up of: Gerald Abramczyk, strategic communications specialist, Piotr Czarnowski, president of First PR agency, dr Jacek Warchala, linguist of Silesian University, Anna Sanowska, IMM's PR director and Piotr Kławsiuć of the Hospice Fund's press office.

Authors of the fifteen selected projects will prepare full communications strategies of the maximum volume 15 pages. Deadline is May 6th. Then, creators of the seven best-evaluated projects will advance to the final. The task in this final stage is a multimedia presentation. The jury will evaluate the finalists' communication skills, particularly the style of presenting ideas, fluency and persuasiveness. On May 27th, 2009 names of the winners will be announced. To be won are foreign internships at reputable PR firms. First prize winner will intern at Fleishman-Hillard's London office, second and third prize winners will have a chance to gain professional experience at Hill&Knowlton in Brussels and LEWIS PR in London. The winners will also be awarded annual subscriptions to „Brief” magazine.

The contest is supported by: PRoto.pl., Gazeta Studencka, Brief.pl, Kariera.com.pl, Korba.pl, Dlastudenta.pl and Radio Kampus.

***For more information on the contest see: <http://www.institut.com.pl/harmonogram2009>.***