

Press release

18 June 2007

PRaktykuj za granicą

On 27 June, the awards ceremony will see presentation of winners of the 4th edition of “PRactise abroad”, a contest organised by Institute of Media Monitoring. There are seven finalists competing for internship at PR agencies in London, Brussels and Munich.

The last but one phase of the contest had 17 projects of WWF Polska communication strategy submitted to the jury for evaluation. The following are 7 candidates selected for the final of “PRactise abroad”: Zbigniew Cichoń (the University of Łódź), Magdalena Knefel (the University of Wrocław), Jacek Lipski (College of Enterprise and Administration in Lublin), Monika Pabijańska (the University of Łódź), Agnieszka Pietrzak (the University of Economics in Poznań), Aneta Uranek (Jagiellonian University) and Magdalena Ziaja (the University of Economics in Kraków). Their papers have been found the best out of 87 projects submitted throughout the contest's all stages. In the final the students have presented their concepts in the form of multimedia presentation. The ceremony on 27 June 2007 will bring the answer to the question of who has won foreign internship in Fleishman-Hillard's branches and valuable prizes funded by Microsoft and Centralwings.

The jury evaluating the projects includes: Gerald Abramczyk, Strategic Communications Adviser, Piotr Czarnowski, President of First PR agency, Magdalena Dul-Komosińska, Communications Director of WWF Polska, dr hab. Jacek Warchala, lecturer of the University of Silesia and Anna Sanowska, PR Director of Institute of Media Monitoring.

We are pleased that the fourth edition of the contest has received such large interest of students. The final had most valuable and original projects. During presentation before the jury participants of “PRactise abroad” showed innovation skills and professionalism – said Anna Sanowska, PR Director of Institute of Media Monitoring.

Institut of Media Monitoring's contest has substantive support of Polskie Stowarzyszenie Public Relations and ICCO. The contest's partners are: GRAF, AIESEC, AEGEE Gdańsk, AEGEE Kraków, AEGEE Lublin, AEGEE Poznań, AEGEE Warszawa, AEGEE Wrocław, AEGEE Zielona Góra. Media partners of the programme are: Radio PiN, Press, PRoto.pl, Dlaczego, Semestr, Eurostudent, Motyw, Gazeta Studencka, Kariera vortal and Praktyki Staże Rekrutacja vortal.

For more information on the contest see: www.instytut.com.pl/konkurs

The 1st edition of “PRactise abroad” contest was held in the academic year of 2003/2004. The task was to develop a communications strategy for one of the projects run by the Polish Humanitarian Organisation. 2005 saw the 2nd edition of the contest, whose social partner was the Foundation for Social Communication. The 3rd edition of the contest, which was organised in 2006 with co-operation of Amnesty International, promoted human rights protection. So far winners of “PRactise abroad” have had their internship in Berlin, Brussels, Dublin, Munich, Milan and London. IMM's programme has been honoured by Forum Odpowiedzialnego Biznesu in the report “Responsible business in Poland in 2005. 100 good examples”.

Institute of Media Monitoring monitors around 800 press titles, television and radio stations, as well as the Polish Internet resources. Instytut Monitorowania Mediów is a member of FIBEP – an elite association of over 80 firms monitoring the media in several tens of countries. Since 2002 Institute of Media Monitoring has supported Forum Odpowiedzialnego Biznesu, and has been a partner of student organisation AIESEC since 2004.

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