

Press release

27th June 2007

PRaktykuj za granicą

The 4th edition of the competition 'PRactise abroad' organized by Institute of Media Monitoring (IMM), has been accomplished. The prize-winners of the competition became: Monika Pabijańska, Zbigniew Cichoń and Agnieszka Pietrzak. Opportunity to take an internship abroad at the offices of PR agency Fleishman-Hillard in London, Brussels and Munich constitutes the award that each of them received.

The three-stage contest 'PRactise abroad' has been designed for students interested in PR and social communication. The students embarked on this battle in February 2007. The contest attracted the record number of competing works. The students from all over the country submitted 87 projects concerning the communication strategy development for WWF Poland. Seven participants qualified for the final stage of the competition. Their task was to present their own idea of campaign as a multimedia presentation to the jury.

From among the finalists the jurors selected three prize-winners, who are entitled now to go through international internships. **Monika Pabijańska** won the first prize. She is a student of the 4th year of political sciences and the 3rd year of European Studies at the Lodz University. *The award-winning strengthened my conviction that it is PR that I would like to link my future development with and the international internship will pose an excellent opportunity to get me geared into the PR world through a hands-on experience -* Monika said. The second prize was granted to **Zbigniew Cichoń**, student of the 2nd year of International Relations at the Lodz University. *I started the competition with a serious approach from the beginning - considering it a chance to develop extensively in the area of my interest. The internship in Brussels will constitute an enormous dose of new experiences for me -* the 2nd prize winner adds. The third place was awarded to **Agnieszka Pietrzak**, student of the 5th year of Economics at the University of Economy in Poznan. *'PRactise abroad' contest makes up an ideal way to check one's own abilities -* Agnieszka underlines.

The winners of the 'PRactise abroad' contest were awarded: the internships in London (1st prize), Brussels (2nd prize) and in Munich (3rd prize), programs Windows Vista and Office 2007 founded by Microsoft, two-way flight to London for the holder of the 1st prize provided by Centralwings and financial awards, provided by contest organizer.

The contestants were required to make choice of one out of the three following topics: 'Let's rescue the nature - social-educational campaign, 'Wolf can be a friend - educational campaign' and 'Nature 2000 - public affairs project'.

The appraisals of the competitors' productions were performed by the jury, the members of which were as follows: Gerald Abramczyk, Strategic Communication advisor, Piotr Czarnowski, President of First PR agency, Magdalena Dul-Komosińska, Communication Department Manager in WWF Polska, Jacek Warchala, lecturer at the Silesian Univeristy and Anna Sanowska, PR Director in the Institute of Media Monitoring (IMM).

The encouraging of Polish society to take interest in the protection of environment and catalysing the change in behaviour - these goals pose a relatively ambitious challenges to face. We are pleased the more so as such a great number of young people made up their minds to face the challenges of the competition. We have been greatly impressed by the spirit of engagement represented by the participants. We are thankful for many new interesting ideas and inspiarions both to organizers and all the parties that took part in the competition - said Magdalena Dul-Komosińska, Communication Department Manager at WWF Polska.

The contest organized by Institute of Media Monitoring (IMM) enjoys the topical patronage of Polish Public Relations Association and ICCO. The partners of the undertaking are: GRAF, AIESEC, AEGEE Gdansk, AEGEE Cracow, AEGEE Lublin, AEGEE Poznan, AEGEE Warsaw, AEGEE Wroclaw, AEGEE Zielona Gora. Media sponsors of the project are the following: Radio PiN, Press, PRoto.pl, Dlaczego, Semestr, Eurostudent, Motyw, Gazeta Studencka, wortal Kariera and wortal Praktyki Staze Rekrutacja.

More information about the competition can be found at the website: www.institut.com.pl/konkurs

First edition of the 'PRactise abroad' contest took place in the academic year 2003/2004. The assignment for competitors was to devise the communication strategy for one of the programs run by the Polish Humanitarian Mission. In the year 2005, the 2nd edition of the competition was held. Social Communication Foundation was a social partner in the undertaking. The 3rd edition of the contest in 2006 was conducted in cooperation with Amnesty International. At that time it focused on the promotion of human rights. Up to now, the prize-winners of the 'PRactise abroad' have gone through internships in Berlin, Brussels, Dublin, Munich, Milan and London. The undertaking of IMM has been honoured in the Responsible Business Forum 'Responsible business in Poland in 2005. 100 good examples'.

Institute of Media Monitoring monitors ca. 800 press publications, TV and radio broadcasters and Polish internet resources. Institute of Media Monitoring is a member of FIBEP – the elite organization that gathers over 80 media-monitoring companies from several tens of countries. From the year 2002 on, Institute of Media Monitoring supports the activity of Responsible Business Forum and since 2004 is a partner of the student organisation AIESEC.

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