

Press release

19 May, 2008

PRaktykuj za granicą

Finalists of the 5th edition of „PRaktykuj za granicą” have already been revealed. To the final stage of the competition have qualified seven students who came up with the most interesting ideas for a new communications strategy of „Mimo Wszystko”, Anna Dymna’s foundation. The best three of them will be awarded with internship in London and Brussels based PR agencies: Fleishman-Hillard, Hill&Knowlton and Weber Shandwick.

The rivalry of the participants of „PRaktykuj za granicą”, which for the fifth time is organised by the Institute of Media Monitoring, commenced in February. 15 students, whose projects were evaluated the best by the jury, qualified to the second stage. The contestants’ task was to create a communications strategy for Anna Dymna’s „Mimo Wszystko” foundation. The most popular was a theme related to the „1 % of tax for the Foundation” strategy. Having meticulously examined all the submitted projects, the jury have invited seven authors of the most interesting ones to the final. Those are: Karolina Brzuska (Technical University of Łódź), Alicja Buczkowska (Jagiellonian University), Dorota Korczyk (Jagiellonian University), Kornelia Korzec (Jagiellonian University), Michał Krystyańczuk (Łódź University), Jacek Ratajczak (Wrocław University), Małgorzata Szywała (Pedagogical Academy in Cracow).

The task of the finalists is to show their communications strategy in the form of a multimedia presentation and defend the project before the jury, made up of: Piotr Czarnowski, president of First PR agency, Gerald Abramczyk, strategic communications advisor, dr Jacek Warchala, linguist of the University of Silesia, Piotr Pogon, manager of PR&Fundraising team of „Mimo Wszystko” foundation and Anna Sanowska, the Institute of Media Monitoring’s PR director. Another requirement for the finalists is to show excellent command of English.

What are the awards to be won in this edition of the contest by students most talented in the field of PR? *They are really impressive. The main prize is internship at Fleishman-Hillard In London. Second and third position winners will gain experience in the public relations sector in Brussels, at Hill&Knowlton and Weber Shandwick. The internships are paid. Flights to the destinations have been funded by Centralwings. The winners will also been given annual subscriptions to „Brief” magazine, says Anna Sanowska, PR director at the Institute of Media Monitoring, which organises the contest.*

Names of the „PRaktykuj za granicą” winners will be announced on 13 June, during the ceremonial gala of „Grasz o staż” contest.

The competition of the Institute of Media Monitoring is supported by: Grasz o staż, AIESEC and Koźmiński Business School. Media patrons are: PRoto.pl, Kariera.com.pl, Brief.pl, Gazeta Studencka, Planeta FM, Korba.pl, dlaStudenta.pl.

For more information on the contest visit www.instytut.com.pl/konkurs08

The first edition of „Praktykuj za granicą” was held in the academic year of 2003/2004. The task was to come up with a communications strategy for one of the schemes of the Polish Humanitarian Organisation. 2005 saw the second edition of the contest, the social partner of which was the Foundation for Social Communication. The competition’s third edition, which took place in 2006, its partner being Amnesty International, promoted human rights protection. The partner of the fourth edition was WWF. The past winners of „Praktykuj za granicą” interned in Berlin, Brussels, Dublin, London, Munich and Milan. The undertaking of IMM has been accoladed in the Reponsible Business Forum’s report of „Responsible busines in Poland in 2005 – 100 good examples”.

The Institute of Media Monitoring monitors over 850 press titles, television and radio stations, as well as Polish resources of the Internet. It is a member of FIBEP – an elite association of 91 firms monitoring media in 41 countries. Since 2002 the Institute of Media Monitoring has supported the Responsible Business Forum, and since 2004 has been a partner of AIESEC, student organisation.

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