

Press release

June 16, 2008

PRaktykuj za granicą

Fifth edition of a competition “PRactice abroad” („PRaktykuj za granicą”) organized by Institute of Media Monitoring (IMM) has come to an end. Laureates of the competition are: Alicja Buczkowska, Karolina Brzuska and Kornelia Korzec. In reward they will undergo trainings in the renowned PR agencies in London and Brussels: Fleishman-Hillard, Hill&Knowlton and Weber Shandwick.

Three-stage rivalry of students absorbed by PR and social communication within the scope of a competition “PRactice abroad” kicked off in February. Seven contestants qualified for final stage of the competition. They were tasked with performing multimedia presentation of their concept of communication strategy for Anna Dymna Foundation. The jury chose three laureates of the competition who will be sent on professional trainings abroad.

The first place went to **Alicja Buczkowska**, a fifth-year student of American studies at Jagiellonian University. *“I waited eagerly for the fifth edition and new competition tasks because I wanted to verify my PR knowledge and undergo the experts’ appraisal. I knew I would learn a lot by preparing an overhaul communication strategy for “Mimo Wszystko” Foundation and then presenting it orally. My dream was to go on a training abroad to a large and prestigious PR agency and acquire hands-on experience in PR,”* Alicja says about her participation in the competition.

Second place went to **Karolina Brzuska**, a fifth-year student of biotechnology and a second-year student of business and technology at Lodz University of Technology. **Kornelia Korzec**, a student of the fifth year of general psychology at Jagiellonian University, took the third place.

The winners of the competition “PRactice abroad” will undergo paid trainings in Fleishman-Hillard agency in London (I prize) and in Hill&Knowlton and Weber Shandwick agencies in Brussels (II and III prize). Flights to destination places are sponsored by Centralwings airlines. The prizewinners will also get a subscription to *Brief* magazine. Contestants could choose among three topics: “1% strategy for Anna Dymna Foundation”, “Conceiving an idea of transforming Ogolnopolski Festiwal Zaczarowanej Piosenki into an international event” and “Communication strategy for encouraging people in different age to get involved in voluntary activity for Anna Dymna Foundation”.

A jury that assessed the students’ projects was compounded of: Gerald Abramczyk, strategic communication advisor; Piotr Czarnowski, president of First PR agency; Piotr Pogon, manager of Fundraising & PR of Anna Dymna Foundation; Jacek Warchala, PhD at the University of Silesia and Anna Sanowska, PR Director of Institute of Media Monitoring.

Suggestions and ideas of students who took part in a competition “PRactice abroad” were fresh and interesting. We believe they might produce measurable effects for the Foundation’s current statutory activity. Topics of this edition of the competition were very difficult and contestants surprised us with excellent PR knowledge and interesting suggestions of solutions useful from the point of view of our Foundation’s plans. We will certainly make use of some of them very soon,” said Piotr Pogon from “Mimo Wszystko” Foundation.

Institute of Media Monitoring's competition is supported by: Grasz o staż, AIESEC and Leon Kozminski Academy of Entrepreneurship and Management in Warsaw. The following also covered the project with media patronage: Proto.pl, Kariera.com.pl, Brief.pl, Gazeta Studencka, Planeta FM, Korba.pl, dlaStudenta.pl.

To find out more about the competition go to www.instytut.com.pl/konkurs08

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First edition of a competition "PRactice abroad" was organized in the academic year 2003/2004 and consisted in elaborating a communication strategy for one of Polish Humanitarian Organization's projects. Second edition of the competition was held in 2005 in cooperation with Social Communication Foundation. Third edition of the competition, organized in cooperation with Amnesty International in 2006, promoted human rights whereas WWF was a partners of the fourth edition. So far the prize winners of "PRactice abroad" have undergone trainings in Berlin, Brussels, Dublin, London, Munich and Milan. IMM's enterprise earned an honorable mention in a report compiled by Responsible Business Forum "Responsible Business in Poland in 2005. 100 good examples".

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Institute of Media Monitoring monitors over 850 newspapers, TV and radio stations and Polish Internet resources. Institute of Media Monitoring is a member of FIBEP – the elite organization associating 91 media monitoring companies from 41 countries. Since 2002, Institute of Media Monitoring have supported ventures of Responsible Business Forum and since 2004 it has cooperated with AIESEC student organization.

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