



the academy
Human Resources Working Group

want to teach you how to...

...imPRESS the world

Official
Gossip Paper
of PRES2 in
Athens

Public Relations Working Group and AEGEE-Academy, with a great assistance of AEGEE-Athina, proudly present to YOU: **Public Relations European School 2** in Athens, which will take place at the end of October, right after the Fall Agora 2005 in Izmir.

It is bound to be the first PRES2 - an event ESPECIALLY for PR activists on the European level of AEGEE! Our aim is to reach them and to teach and train them in professional PR for an international non-governmental organization.

Perfectly balanced programme of PRES2 (lectures, simulations, workshops, discussions, casework) includes:

- Strategic Public Relations
- Successful communication and interaction in cross-cultural environment
- Branding and Corporate Identity
- Advertising
- Marketing of international NGOs and their projects
- Media planning and working with media
- Commercial writing
- Presentation techniques
- Lobbying
- Networking

...Everything within the framework of NGO work!



Dear Dr Love,
I have a huge problem... It's not that I'm not good-looking, it's not that I'm not smart, it's not that I don't have nice ideas and a sense of humour...It's that I am invisible and none can see my qualifications! I've been in love with my colleague for 2 years now and she even doesn't know my name! She's inviting for lunch the other 3 persons who are sitting next to me and she's not even noticing that I'm there! What can I do? Save this hurt heart...
With hopelessness,
The Hurt Heart

My dear Hurt Heart,
First of all, I have to admit that yes, you are invisible! Even your letter was in my drawer for 4 months now and I haven't noticed that it's been in there... But, don't worry... If you haven't committed a suicide yet, your problem can be solved! Your problem is just that you don't know how to promote yourself...And of course there is a solution! **PRES2!** You will learn even how to promote...yourself! **Apply now!**
With all my support, Dr Love



Weather forecast...

High temperatures are expected in Athens at the end of October. Some scientists claim that the reason is the wave of warm air from

Africa spreading above our heads, while some others are sure that it is because 30 young Europeans will be in Athens for PRES2. Be ready for a fever heat!

Ready for a take-off?



If you...

- have a strong interest in Public Relations and AEGEE
- want to know more what PR on the Eurolevel is all about
- want to work in a great and motivated group
- like learning and developing your skills
- think about starting off your Eurolevel experience
- want to enjoy AEGEE-Athina hospitality
- ENJOY AEGEE!

1. Go to www.aegEE-academy.org
2. Find PRES II website!
3. Follow "APPLY" link
4. Fill in the application form and answer the questions :-))
5. GO FOR IT :-)))))

Apply for ...

PRES
public relations european school