

Make it visible! Promotion and communication project at the University of Warsaw 2021

I. BENEFICIARIES

§ 1

The workshop is dedicated to international students, especially:

- 2nd and 3rd year students of first cycle (Bachelor's degree),
- 4th and 5th year students of uniform Master studies,
- students of second cycle (Master's degree).

II. DURATION AND STRUCTURE

§ 2

1. The 'Make it visible! Promotion and communication project' is a series of workshops that will take place in March - May, 2021.

It includes 12 hours of workshops (plus one meeting devoted to video making) covering the following topics:

- getting to know the offer of the extracurricular activities at the University of Warsaw, students expectation on it and effective ways of communication
- communication strategy
- intercultural differences and communication
- promotional materials
- working on the scenario of promotion video,
- shooting the promotion video.

III. ADMISSIONS

§ 3

1. Admissions will be held online through the Google Forms and will be available for each student meeting the criteria. Selected candidates will be invited for online interviews.
2. Information about the course will be published on UW websites, Facebook page and delivered to potential candidates via e-mail.
3. Acceptance to the course will be determined by order of applications and justification for participation.

4. Candidates who will not manage to sign up for the course on time will be put on the reserve list.

A participant who resigns from the course later than 3 days before the commencement of the course, will not be allowed to take part in any other activity organized by the Welcome Point UW during the academic year 2020/2021.

IV. PAYMENT

§ 4

Participation in the ‘Make it visible! Promotion and communication project’ workshops is free of charge. The cost of the course will be covered by the University of Warsaw. The workshop is organised within the Integrated Development Programme at the University of Warsaw and funded by European Social Fund. The objective, pursuing at the University of Warsaw between 2018-2022, is to develop competence of students and employees as well as implement the instruments which upgrade the management process of the University of Warsaw.

V. CONDITIONS OF PARTICIPATION

§ 5

Participation in the workshops ‘Make it visible! Promotion and communication project’ is possible upon registration and online interview of every student meeting the criteria listed above. As it is a three months event there is only one absence allowed.

The Participants make a commitment to sign a declaration of the Project Participant which shall be annexed to this regulation.

Evaluation of the Participants will be made on basis of the pre-test and post-test which are mandatory.

Contact details

In all matters related to the workshop WELCOME POINT UW welcome.event@uw.edu.pl. Main Campus UW, Krakowskie Przedmieście 26/28, 00-927 Warsaw, Poland, tel. (+48) 22 55 24 080, (+48) 22 55 24 103; opening hours: Monday–Friday, 9:00–16:30.

I hereby declare that I read and understood the ‘Make it visible! Promotion and communication project’ Workshop at the University of Warsaw 2021 and I will follow it unconditionally.

Signature of the participant, date