

# PR ARENA - 5th edition

## MENTORS

*PR ARENA is an educational project initiated in 2019 by Global Women PR Romania (GWPR) and*

*University of Bucharest, The Faculty of Journalism and Communication Studies.*

### PR ARENA 5 PROGRAM

- **STAGE 1 – COMPETITION SUBMISSION – March 1-9**
- **STAGE 2 – TEAM SELECTION (10 TEAMS TO BE SELECTED) – March 10-11**
- **STAGE 3 – PR MASTERCLASS – March 15**
- **STAGE 4 - PR ARENA COMPETITION – March 16-18**

### PARTICIPATING UNIVERSITIES

- □ □ **Romania:** University of Bucharest, National University of Political Studies and Public Administration (Bucharest), Transilvania University (Braşov), Vasile Alecsandri University (Bacău), Babeş-Bolyai University (Cluj), Ovidiu University (Constanţa), Alexandru Ioan Cuza University (Iaşi), West University of Timişoara, Polytechnic University of Timişoara
- □ □ **Germany:** Eberhard Karls Universität Tübingen
- □ □ **Greece:** National and Kapodistrian University of Athens
- □ □ **Italy:** Sapienza Università di Roma
- □ □ **Latvia:** University of Latvia
- □ □ **Lithuania:** Vilnius University
- □ □ **Mexico:** Universidad La Salle Mexico
- □ □ **Moldova:** Moldova State University

### RULES & GUIDELINES

The PR ARENA competition (5th edition) is intended for students from undergraduate and master communication programs from Romania and 7 other countries. You and your colleagues can form a team of 3 students. The team cannot be changed after you sign up.

#### **STAGE 1 – COMPETITION SUBMISSION – March 1-9**

Each team will send to the email [prarena@fjsc.ro](mailto:prarena@fjsc.ro) a description of the team members and an essay ( max. 1 page) in which they will include their motivation to participate in solving a public relations brief. All

descriptions and essays must be in English.

### **STAGE 2 – TEAM SELECTION (10 TEAMS TO BE SELECTED) – March 10-11**

Jury criteria for the teams:

- the ability of the team to provide an original description of the team members;
- the ability to provide a truthful motivation for participating in the PR Arena;
- writing the motivation in a professional way.

### **STAGE 3 – PR MASTERCLASS (for the selected teams) – March 15**

### **STAGE 4 - PR ARENA COMPETITION – March 16-18**

Each of the 10 selected teams will have a specialized mentor with whom they will work on the presentation of the pitch, starting from a brief provided on the first day of the competition (March 16).

The teams will work with their mentors for the first 2 days, then they will send a 3-minute video in English until March 17, 24:00, in which the team will briefly present the ideas from the presentation.

Each finalist team will present the pitch in English to the jury on March 18 in a 10-minute public presentation, followed by a 5-minute session (per team) of Q&A from the jury. The presentation will also include a power point file (10 slides).

The final judging, the selection of the winners and the award ceremony will take place on March 18.

#### **A winning pitch must:**

- resolve the situation identified in the brief;
- offer creative and effective solutions for the provided situation;
- be presented in a persuasive and professional manner;
- be adapted to the social, cultural and economic context.